35 Cents

30TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

OCTOBER 31, 1960

Spot tv is threatened; talent unions' demands may force advertiser retreat 29

Do agencies care if stations merchandise? NBC study gives some clues 40

Battle waged for pay tv's future as FCC hears RKO General Hartford bid. 70

The race for space relays; it may be only a matter of time for global tv 80

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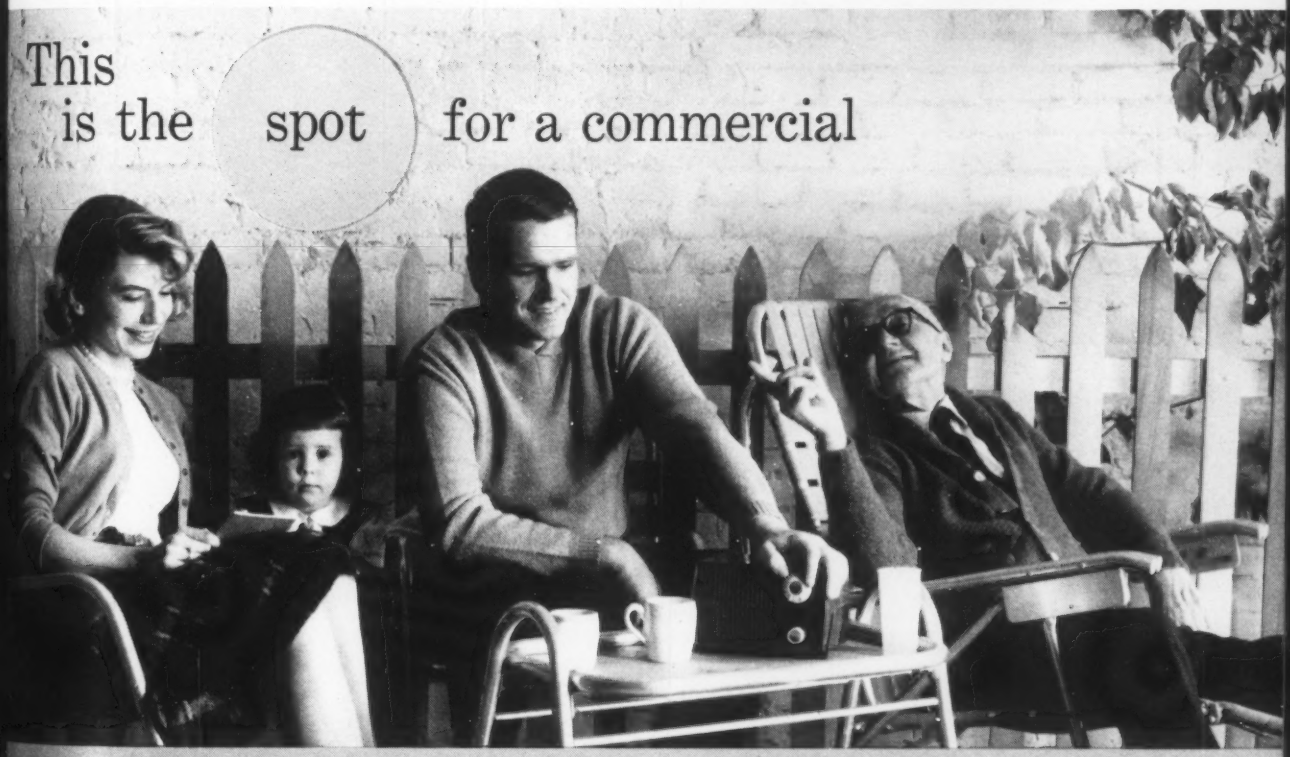
This is the spot for a commercial



KOB	Albuquerque	KFAB	Omaha
WSB	Atlanta	WIP	Philadelphia
WGR	Buffalo	KPOJ	Portland
WGN	Chicago	WJAR	Providence
WFAA	Dallas-Ft. Worth	WRNL	Richmond
WKMH	Detroit	KCRA	Sacramento
KPRC	Houston	WOAI	San Antonio
KARK	Little Rock	KFMB	San Diego
WINZ	Miami	KMA	Shenandoah
WISN	Milwaukee	KREM	Spokane
KSTP	Minneapolis-St. Paul	WGTO	Tampa-Orlando
WTAR	Norfolk	KVOO	Tulsa

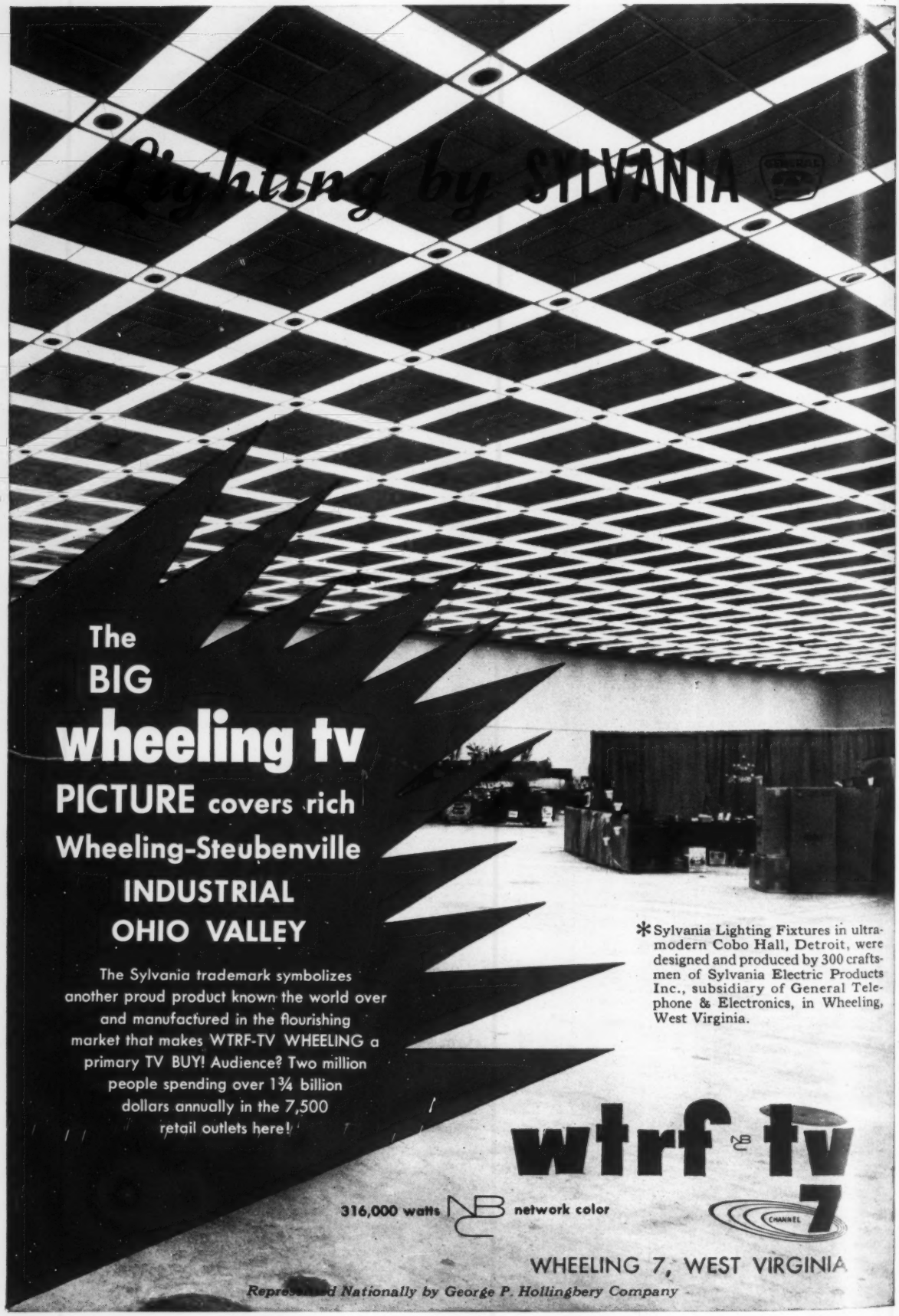
Millions of voters will listen to election returns on radio next month, and they'll hear your message and vote for your product, too, when you schedule Spot during Radio's election coverage.

Radio Division

Edward Petry & Co., Inc.

The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS



The
BIG
wheeling tv
PICTURE covers rich
Wheeling-Steubenville
INDUSTRIAL
OHIO VALLEY

The Sylvania trademark symbolizes another proud product known the world over and manufactured in the flourishing market that makes WTRF-TV WHEELING a primary TV BUY! Audience? Two million people spending over 1¾ billion dollars annually in the 7,500 retail outlets here!

*Sylvania Lighting Fixtures in ultra-modern Cobo Hall, Detroit, were designed and produced by 300 craftsmen of Sylvania Electric Products Inc., subsidiary of General Telephone & Electronics, in Wheeling, West Virginia.

wtrf-tv 7

316,000 watts NBC network color

CHANNEL 7

WHEELING 7, WEST VIRGINIA

Represented Nationally by George P. Hollingbery Company

GET THE

eXtra

BUYING POWER OF THE

WCBM

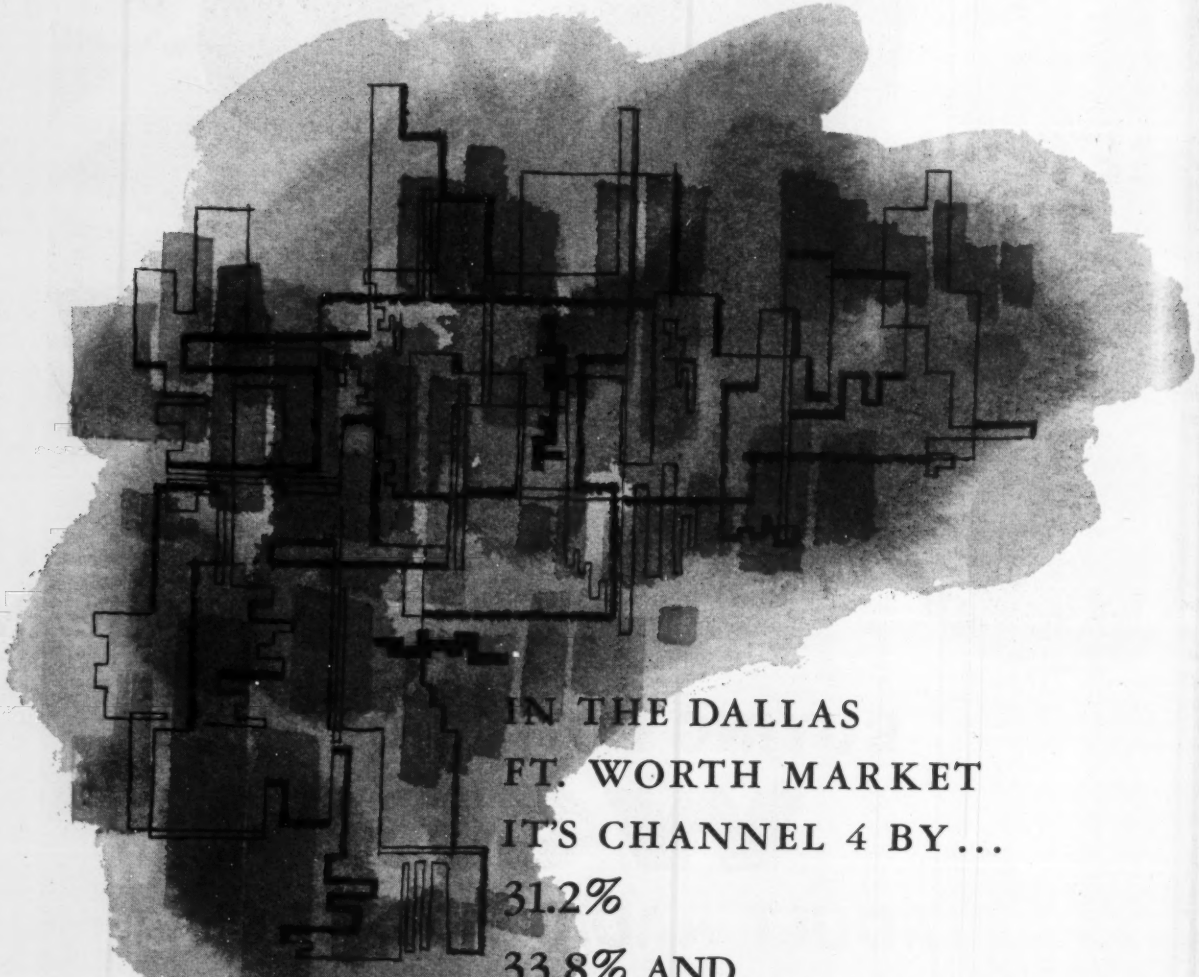
ADULT RADIO AUDIENCE IN BALTIMORE

WCBM programming is aimed at the adult level. It pays off for advertisers who want listeners with the *desire* to buy—and the *ability* to buy! You can reach this important part of the huge audience in the Baltimore Metropolitan area quickly and easily—because they'll be listening to the station with adult-level programming!

WCBM

10,000 Watts on 680 KC A CBS Radio Affiliate Baltimore 13, Maryland

PETERS, GRIFFIN, WOODWARD, INC. *Exclusive National Representatives*



IN THE DALLAS
FT. WORTH MARKET
IT'S CHANNEL 4 BY...
31.2%
33.8% AND
151.9%

The August, 1960, ARB Market Report shows KRLD-TV's Average Quarter-Hour Homes Reached from 9:00 a.m. to Midnight, Sunday thru Saturday, 31.2% more than Station B, 33.8% more than Station C and 151.9% more than Station D.

YOU REACH MORE WITH CHANNEL FOUR

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT

Political broadcasters

There'll be at least one practical broadcaster in White House if Democrats win Nov. 8. Myer (Mike) Feldman, administrative assistant to Sen. Kennedy for past three years, is co-owner of KLAD Klamath Falls, Ore. (acquired April 7, 1958) and WADK Newport, R. I. (acquired last June). Mr. Feldman, native of Philadelphia and attorney with wide experience in government, is regarded as sure bet for high-level White House administrative post under Mr. Kennedy.

Certain to be at high-policy level but not in formal assignment in event of Kennedy victory is J. Leonard Reinsch, executive director of Cox radio and tv stations, who has devoted practically full time to Democratic Party since last February when he assumed executive directorship of Democratic National convention. Since then he has been top tv-radio adviser to Democratic nominee and has handled all "Great Debate" negotiations. Mr. Reinsch will return to his Cox headquarters in Atlanta after elections despite speculation that he would wind up in government. Both Presidents Roosevelt and Truman offered him federal appointments (including FCC), but he declined, preferring station management.

In case of strike

Concern over outcome of pending talent union negotiations with networks, agencies and producers (see page 29) has advertisers—as well as those represented directly in bargaining—pondering alternatives in case worst happens. Aside from sentiment that spot tv spending would drop heavily if unions get their demands, there are at least two possibilities which one expert described this way: "There's still a lot of non-union production being done in this country, and there would be a lot more if these demands went through. In addition, a union contract based on these terms would force far more production abroad in order to keep costs down."

Secret fm report

Newly-prepared measurement of fm by Young & Rubicam has been kept so quiet that few outside agency are aware of report's existence. Study, begun six months ago, led to Chrysler Corp.'s $125,000 fm purchase last September for Imperial car. That purchase entailed sponsorship of five-minute newscasts across-board on 27 stations of QXR network (BROADCASTING, Sept. 26). Check of QXR principal in contract negotiation disclosed no knowledge of report.

Scouting trips

Interest in international expansion in tv by U. S. entities is mounting steadily. Among well-known officials now abroad are Brig. Gen. David Sarnoff, RCA chairman (in Orient); Merle Jones, president CBS Stations Division, who left last week for five-week trip which includes Japan and Australia; and John Blair, president of John Blair & Co. and its subsidiaries, who is on his first European trip.

Although few countries allow "foreign" licensee ownership, partnerships in programming and management are not only permissible but sought after to acquire U. S. know-how. Time Inc. Broadcasting Division actively is entering field. U. S. research and rating firms have already established widespread services abroad and even reps are now eyeing field. Blair Television has taken on U. S. representation of Associated Rediffusion, one of Great Britain's prime contractors in commercial operation.

International business

Another indication of international tv's future commercial growth: ABC International is expected soon to announce new multiple-buy by international advertisers for telecast over Latin American tv facilities in which ABC's parent, AB-PT, has interest.

More Yarborough trouble

Networks were unhappy last week because they weren't invited by NAB to take part in private huddle with Creekmore Fath, Senate election subcommittee's majority counsel. Terms of subcommittee's demand for complaints of election unfairness were discussed. But networks were seething over NAB's later statement because it accepted mandate from Sen. Yarborough, subcommittee chairman, that stations "must" send in complaints within 24 hours.

Legal position widely expressed in Washington is that senator has no authority to demand anything from stations. It's contended NAB abandoned industry's basic First Amendment rights by yielding to subcommittee. Advice of some lawyers to stations: Ignore Yarborough letter. Incidentally, many stations say they've never received letter.

Staying put

Word was circulating last week that Mutual would move headquarters from New York to Washington, but top officials said it wouldn't happen. They said they were thinking (but had not finally decided) about transferring station relations headquarters, effective around first of year, because Washington had become mecca for broadcasters on government business. This would mean transfer of stations relations vp Charles Godwin. Even if he moved, they said, station relations director Charles King would continue to work out of New York—along with rest of network's headquarters.

Not enrolled

NAB's energetic effort at FCC hearing to oppose RKO General's pay tv project in Hartford involved no danger of strained relations with member stations. Reason is simple: None of RKO General's properties is member of industry association, nor do tv stations subscribe to television code.

Seemingly timed to break during FCC's consideration of Hartford pay tv proceedings are depth articles on subject in November issue of Pageant *and upcoming December issue of* Fortune. *These are in addition to current breaking feature pieces in a number of newspapers.*

Extended tour

Edgar G. Shelton Jr., who has been on leave since Oct. 15 from his vice presidency of ABC Washington at request of Vice Presidential Nominee Lyndon B. Johnson as consultant on special public relations projects, will continue on that assignment until after elections. Mr. Shelton was originally asked to serve only on Sen. Johnson's whistle-stop tour of South, but request was made for his assignment for "duration," to which ABC, through Washington Vice President Al Beckman, readily assented.

Amateurs in space, too?

Those "California kilowatts" whose electronic industry connections have given them tinkering luxuries that are the envy of ham radio world, now are working all possible sources to get active communication satellite of their own in space. They want to put regular 2 or 20 meter amateur bands into orbit by piggy-backing on some regularly scheduled NASA or Air Force firing, even considering making their own sphere out of spare hardware contributed by manufacturers. Core of enthusiasts reportedly is at Lockheed, but other big firms also are represented. For growing competition in satellites, see story page 80.

Published every Monday, 53rd issue (Yearbook Number) published in September, by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.

INFLUENTIAL IN PHILADELPHIA

WIBG has clear leadership in adult audience quantity and lowest cost-per-thousand with more adult listeners in more time periods than any other Philadelphia radio station (Pulse 8-county area (August 1960)

Another Great Storer Station Represented by the Katz Agency, Inc.

WEEK IN BRIEF

A formidable threat to spot tv is developing. Demands of talent unions for increased pay scales bring adverse reaction from some of television's biggest customers who hint they'll slash or abandon spot tv. Talent asks 1,000% increase, and up. See . . .

TALENT'S THREAT TO SPOT TV . . . 29

Sooner than you think the world will have an operating television network based on sky-stationed satellites. Martin Co. is the latest to divulge its plans, hinting it may have an 'Advent' missile aloft some time next spring, if all goes well. AT&T and IT&T also are in the race. See . . .

THE RACE FOR SPACE RELAYS . . . 80

A perennial question is back again: Should stations merchandise and how much? NBC study shows that promotional aids by stations frequently are important factors in timebuyers' decisions, especially among smaller agencies. See . . .

AGENCY MERCHANDISING DEMANDS . . . 40

To pay or not to pay for tv? FCC holds a week-long hearing on proposal of RKO General to conduct a three-year experimental pay tv service in Hartford, Conn. Theatre owners and NAB violently oppose the project. See . . .

HARTFORD'S PAY TV BATTLE . . . 70

Where does journalism end and entertainment begin? Harry Ashmore, distinguished journalist, analyzes place of mass media in the modern world and suggests the deficiences of the press (in which he includes radio and television) are matters of public concern. See . . .

WHERE MASS MEDIA ARE FAILING . . . 52

Networks are nearing completion of extensive plans to provide the fastest coverage of election returns in history. They'll tell the nation who's ahead in the voting and, sooner than any other media, who's the winner. See . . .

REPORTING THE ELECTION RETURNS . . 62

It'll be a furious week in the political world as the major parties intensify their paid broadcast coverage of candidates and issues. New money flowing into parties brings pickup in local purchases of tv time. See . . .

SPURT IN POLITICAL SPOT . . . 60

Yarborough election subcommittee spends week looking for complaints of election handling by networks and stations. See . . .

DETERMINED SEARCH FOR TROUBLE . . . 66

An oldtime sponsor, General Mills, plans to finance development of a film series. Advertiser proposes an initial investment of $75,000 to produce **Father of the Bride** for the 1961-62 television season. See . . .

A SPONSOR TAKES CONTROL . . . 32

The right of FCC to apply mathematical formulas to its evaluation of a station's program service is challenged by mountain area broadcasters at NAB conference in Denver. First leg of fall conferences completed. See . . .

OBJECTION TO FCC FIXED FORMULA . . 50

It's only two months until a new Congress goes to work, but already there are portents of a rash of probes centered on assorted proposals to amend the Communications Act. Sen. Magnuson foresees 'lot of amendments' and thorough study of the way federal regulatory agencies operate. See . . .

THE OUTLOOK ON CAPITOL HILL . . . 76

It's time advertising quit taking a critical licking lying down. The truths about advertising are big enough to stop the criticism, but the truths need to be told. Some are told by the chairman of Wade Adv. See . . .

MONDAY MEMO . . . 20

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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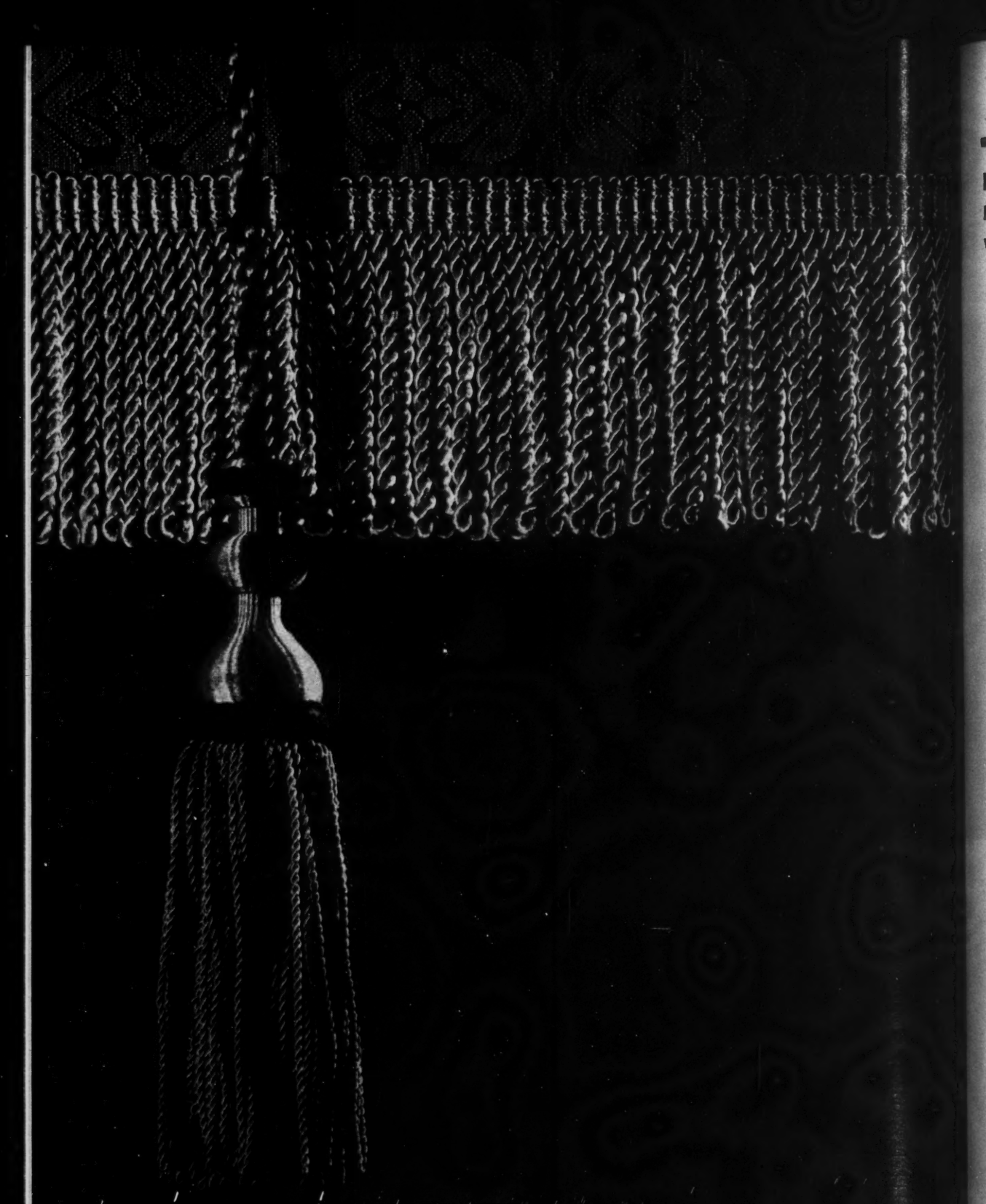


HE SURVEY WITH THE FRINGE ON TOP. According to ARB's new Coverage tudy, in counties where over half of the TV homes view Omaha stations weekly, MTV reaches up to 12% more homes than any other Omaha station. In fact, 6% of KMTV's net weekly circulation is in these 50% plus counties! Add the ringe and we're still ahead all the way; weekly, daily, day, night and total! e realistic. See Petry. **KMTV 3: EXCLUSIVE NBC FOR OMAHA — LINCOLN**

HARTFORD PAY TV

FCC full-week hearing ends with details on programs

Investment opportunity as well as fee is included in contract between Teco Inc., pay tv programming company, and Broadway-motion picture-tv producer Leland Hayward.

Details were made public when his contract was put into record Friday at windup of five-day subscription tv hearing before FCC *en banc* on RKO General application for permission to run three-year trial in Hartford, Conn. (earlier story page 70).

Hayward's contract, with dollar figures cut out of exhibit copy, provides he can buy into potential Teco subsidiary, Phonevision Programming Co., at par value and up to 12½% total, or enter into Phonevision franchise for tv market (with limitation factor also cut out) or participate in other investment opportunity that comes to Teco's attention before Sept. 22, 1964.

Hayward's contract runs for one year. It also sets out he will, within six months, furnish recommendations for establishment of Phonevision program schedule for Hartford trial.

Background ▪ Mr. Hayward also discussed his 1956 contract with CBS, which still has 18 months to run. He is obligated to provide one spectacular and one pilot film to network each year, he said. He saw no conflict between his duties to CBS and those to Teco, he declared.

Earlier Friday, Pieter van Beek, Teco president, stated that Teco board had authorized expenditure of $100,000 for options on program material for Hartford pay tv operations. These will be offered to RKO General—franchise holder in Hartford—he said, but it is under no obligation to take them.

Mr van Beek said Teco will provide encoding equipment worth $50,000-$100,000 to RKO General's WHCT (TV) Hartford. Only return on this, he explained, is 12½% royalties on Phonevision gross revenues.

These two points caused Marcus Cohn, attorney for Hartford movie interests, to charge that Teco stands to make two profits in its arrangements with RKO General—from sale of programs and also from royalties.

National Potential ▪ It's possible, Mr. van Beek said, that Teco might sell program at loss to RKO General in hope of helping to establish pay tv on national basis.

Mr. van Beek acknowledged he is still employe of Zenith, as well as president of Teco. Teco is due to pay Zenith 33⅓% of its profits.

Teco will, Mr. van Beek stated, make its product available to wired pay tv operations; it is not limited to over-air subscription tv. He also said Teco might sell programs for conventional tv broadcast, although there are no such plans now.

Joseph S. Wright, president of Zenith, was on stand Thursday night and early Friday. He related history of establishment of Teco, agreed that substantial ownership was vested in heirs of late Eugene F. MacDonald Jr.

Mr. Wright acknowledged he by-lined (but did not write) article appearing in Aug. 26 *Hartford Times*. This stated that WHCT would continue to operate mostly as regular station and to carry such programs as *Open End, Piano Pops*, etc. These programs, according to Thomas F. O'Neil, RKO General president, will be eliminated if Phonevision grant is made.

During last part of hearing, when lawyers were entering and objecting to exhibits, Mr. Cohn made charge that Zenith will make 25% profit on sale of each of its decoders to RKO General.

'Television' Purchased

Broadcasting Publications Inc., publisher of BROADCASTING, has contracted to acquire *Television* magazine.

The agreement was announced Friday by Mrs. Frederick A. Kugel, president of the company now owning *Television*, and Sol Taishoff, president of Broadcasting Publications. Mrs. Kugel is the widow of the founder of *Television*. Mr. Kugel died last month.

Mr. Taishoff said that *Television* will continue publication from its present headquarters in New York with no immediate changes in personnel or format. After completion of the acquisition, an editorial expansion program for the magazine is contemplated.

BROADCASTING and *Television* will have separate operating staffs, under the policy direction of present officers of Broadcasting Publications Inc.

Parties seek accord on fifth 'debate'

Party negotiators were still locked in conference over fifth campaign debate late Friday, with belief chances were bright for Kennedy-Nixon radio-tv meeting tonight (Oct. 31).

Origination in Washington at WTOP-AM-TV Broadcast House by CBS-TV is strongly indicated, CBS having won in draw with NBC (early debate coverage page 60).

J. Leonard Reinsch, communications consultant to Sen. Kennedy, and Fred C. Scribner Jr., for Vice President Nixon, exchanged sharp statements Friday in which they hinted bad faith and doubted if other party really wanted debate. Statements also raised question of vice presidential candidates' participation.

Sen. Kennedy got into act Friday by wiring Vice President Nixon he had been advised Mr. Scribner refused to make final commitment of time and place and stating "this reluctance is incomprehensible to me." He demanded GOP acceptance by night of Oct. 29 "or the American people will know where to place the blame."

Watchdog gets his 'bite'

Democratic candidate for Congress from First District in Kansas, Marshall T. Gardiner, wired protest to Senate watchdog subcommittee Friday about appearance of Thad Sandstrom, general manager, WIBW-TV Topeka, as unidentified announcer on paid political spots for incumbent Rep. William Avery (R.-Kan.). Wire charged Sec. 315 violation on ground appearance implied endorsement by "Sandstrom, WIBW-TV and the entire monopolistic Stauffer Publications," station owner. Mr. Sandstrom said station made spot film for both candidates and he would be willing to introduce either on spots or programs as no endorsement was intended. He said station newsman Don Harrison announced Gardiner spot and also was unidentified. No endorsement was implied there either, he said, claiming Sec. 315 was not violated.

Metropolitan earnings

Metropolitan Broadcasting Corp., New York, made $30,303,176 in gross revenues first 39 weeks of this year, John W. Kluge, chairman and president, told stockholders in third-quarter report Friday (Oct. 28). Income from operations was $5,208,040 and net in-

more AT DEADLINE page 10

WEEK'S HEADLINERS

Mr. Watson

Stuart D. Watson, chairman of McCann-Marschalk Co., N.Y., becomes president, succeeding **William E. McKeachie** who retires, effective end of 1960, after 31 years with McCann Erickson Inc (corporate parent). **Ralph E. Koser,** senior vp of McCann-Erickson Adv. (U.S.A.), Chicago, becomes executive vp of creative services, McCann-Marschalk, and executive since July, elected senior vp, **Maj. Gen. Harlan C. Parks,** (U.S. Air Force, Ret.), M-E general corporate administration, McCann-Marschalk. Mr. Watson joined M-E in 1956 as chairman of marketing plans board after having served in adertising-merchandising at Johnson's Wax. He later advanced to executive vp of Marschalk & Pratt, and chairman of newly formed McCann-Marschalk early this year. Mr. McKeachie joined H. K. McCann Co. in 1929, year before its merger with Erickson Co. He was creative director and in 1952 was named vp for agency's nine European offices and chairman of London office. Mr. Koser joined M-E in 1937 as creative director in Cleveland, later advancing to senior vp in Chicago.

Mr. Boorom

Warren J. Boorom, vp and director of member service of Radio Advertising Bureau, N. Y., resigns to join Metropolitan Broadcasting Corp., as director of advertising and promotion (CLOSED CIRCUIT, Oct. 24). Mr. Boorom, who was with RAB for six years, became vp 18 months ago. **Patrick Rheaume,** manager of RAB member service department, succeeds Mr. Boorom. He joined RAB in Jan. 1958 as regional manager of member service, after affiliation with WCHN Norwich, N. Y.

For other personnel changes of the week see FATES & FORTUNES

AT DEADLINE continued

come after taxes, charges and amortization of goodwill was $1,035,247 (61¢ per share on 1,699,137 shares). Report cited "continued growth" but made no comparisons with previous earnings because of interim acquisitions and operational changes.

Figures for third quarter: $11,125,281 gross revenue, $1,695,109 income from operations and $287,323 (17¢ per share) net income. Metropolitan properties are WNEW-AM-FM-TV New York; WTTG (TV) Washington; WHK-AM-FM Cleveland; WIP-AM-FM Philadelphia; WTVH (TV) Peoria, Ill.; WTVP (TV) Decatur, Ill.; KOVR (TV) Stockton, Calif., and shortwave WRUL New York. Corporation also owns Foster & Kleiser, outdoor advertising agency.

MCA asks FCC to reverse Cunningham's order

Music Corp. of America asked FCC Friday to revoke order of Hearing Examiner James D. Cunningham, issued during FCC's Hollywood hearings, requiring firm to furnish list of tv programs for which MCA acts as selling agent.

Taft Schreiber, MCA vice president, offered list provided it would be kept confidential; left hearing when no such promise was forthcoming (AT DEADLINE, Oct. 24).

Firm told commission Friday that information called for is beyond scope of hearing and jurisdiction of commission.

According to networks, MCA is selling agent for some 17 tv shows including *Laramie, Leave it to Beaver,* and *The Ed Sullivan Show.*

GE, Zenith give nod to fm stereo systems

FCC's proposal to permit fm stations to broadcast stereophonic programs on multiplex basis won support from both General Electric and Zenith Radio Corp. Friday, deadline day for comments.

Proposal, augmented by Electronic Industries Assn. Panel 5 study, included consideration of seven stereo systems analyzed by National Stereophonic Radio Committee plus one proposed by Philco Corp. Both GE and Zenith, in Friday's comments, favored NSRC system #4. Multiplex Development Corp., developer of a system tested, favored NSRC #2B.

Others filing in the rulemaking proposal were KRCW (FM) Santa Barbara, Calif., Moseley Assoc., manufacturer of remote control equipment, WCRB-AM-FM Waltham, Mass., and WHFS (FM) Bethesda, Md.

EIA submitted report of completed stereo system study to FCC without recommendations.

Capital Cities income up

Nine-month earnings of Capital Cities Broadcasting Corp., New York, increased to record net income after taxes of $566,508 as against $134,666 in same period of 1959. Net sales amounted to $5,311,362 compared with $3,478,251 in like period year ago; earnings per share were 49¢ compared with 12¢ for nine-month period in 1959.

Capital Cities reported net income before taxes in first nine months reached $1,106,102 compared with $142,504 in same period last year. To point up company's net gains over last year, it was announced, income taxes in first nine months of 1959 amounted to $7,838 while in 1960 income taxes for like period amounted to $539,594. Capital Cities operates WROW-AM-FM and WTEN (TV) Albany, N. Y., WTVD (TV) Durham, N. C., and WPRO-AM-FM-TV Providence, R. I.

DuMont wants out of Boston ch. 5

Allen B. DuMont Labs., applicant for ch. 5 Boston, asked FCC Friday to dismiss its application for channel. If granted, move will leave only three applicants for facility.

Fairchild Camera & Instrument Corp., which now owns DuMont since merger last July, told commission it has no interest in pursuing application further. Massachusetts Bay Telecasters Inc., another ch. 5 applicant, asked FCC to dismiss DuMont's application in September (BROADCASTING, Oct. 3).

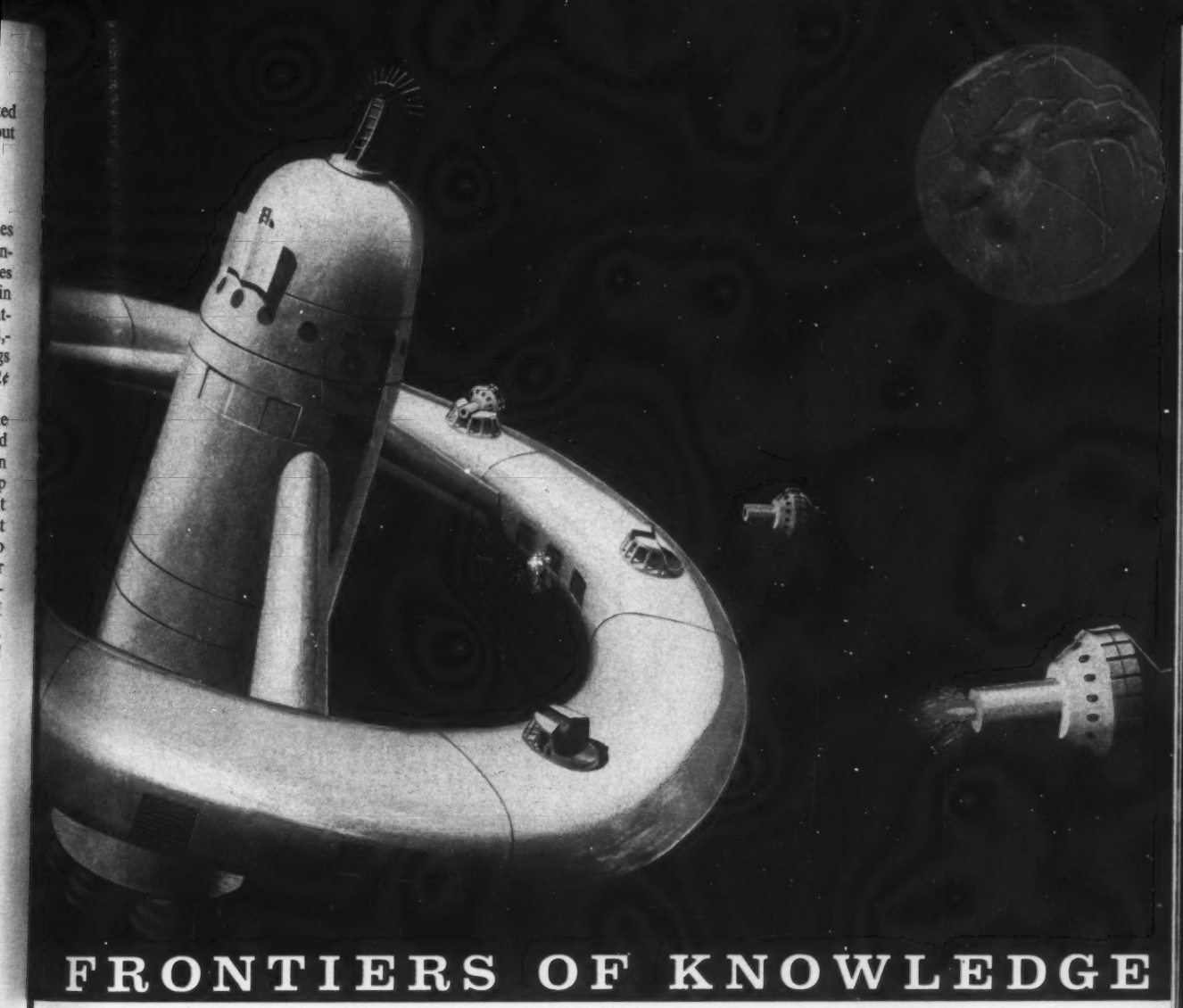
Applicants, in addition to DuMont, still in contest for ch. 5 are Greater Boston Tv Corp., Massachusetts Bay Telecasters and WHDH Inc.

FCC voided 1957 grant of ch. 5 to *Boston Herald-Traveler* on grounds of off-record representations and has reopened case.

Business Briefly . . .

Ocean Spray Cranberries Inc., Hanson Mass., starts revised tv spot campaign today (Oct. 31) in some 30 top markets with average of 30 spots weekly in each. Earlier plan was to enter 50 top markets this month with flight schedules (BROADCASTING, Sept. 5), but seasonal push now will run straight through to Christmas holidays. Agency: BBDO, N. Y.

Lever Bros., New York, appoints BBDO, N. Y., as agency to handle advertising for new product, Nifty, first liquid scouring cleanser to be introduced. BBDO already is working with Nifty in test markets, including spot tv, mainly Madison, Wis., and Wichita, Kan.



FRONTIERS OF KNOWLEDGE

Mother space station launches instrumented "probes" to investigate Mars. *Illustration courtesy of General Electric Company, MSVD.*

WFIL-TV and the University of Pennsylvania proudly present "Frontiers of Knowledge" . . . America's most ambitious local TV documentary series. Guided by the University faculty, including Nobel Prize Winners, WFIL-TV's cameras will roam the world in search of scientific achievements that are changing the course of civilization. Sponsorship available to community service-minded advertiser. Call Blair-TV.

SOME UPCOMING PROGRAMS:

"Sick Minds in Sound Bodies"
"The Eve of the Atom"
"Will Cancer be Cured?"
"To the Moon and Back, Safely"

A TRIANGLE STATION

WFIL-TV

PHILADELPHIA, PENNSYLVANIA

ABC-TV **CHANNEL 6** BLAIR-TV

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV,** Binghamton, N.Y. / **WFBG-AM • FM • TV,** Altoona-Johnstown, Pa.
WNHC-AM • FM • TV, Hartford-New Haven, Conn. / **WLYH-TV,** Lebanon-Lancaster, Pa. / **KFRE-AM • TV • KRFM,** Fresno, Cal.
Triangle National Sales Offices: 485 Lexington Avenue, New York 17, New York/ 3440 Wilshire Blvd., Los Angeles 5, Calif. / 6404 Sharon Rd., Baltimore 12, Md.

DAILY EDITORIALS . . .
an important feature on WDSU-TV, the editorial voice of New Orleans

dealing with . . .
New Orleans Problems . . . Housing . . .
National Affairs . . . International Crises . . .
Business . . . Health and Welfare . . .
Education . . . Progress of the Port . . .
Corruption Exposures . . .

"WDSU-TV has established itself as an integral part of the area which it serves by voicing responsible editorial opinion on important local issues. We have never been content to be identified as merely an entertainment showcase, but have rather sought and won an identity as an influential public force in the community. The respect and integrity which have accrued to the station are certainly important to the advertisers whose messages we carry."

A. LOUIS READ
Executive Vice President
Station WDSU-TV

Prime example of the programming through which creative talent and community leadership are continually building new vision into Television on stations represented by **BLAIR-TV**

MAKING TELEVISION A COMMUNITY FORCE

Close study of programming is basic to our work as station representatives. Such study has deepened our admiration for the fine productions developed through creative talent, initiative and leadership of individual stations, from coast to coast.

Prime examples of community leadership are the daily editorials on WDSU-TV —a Peabody Award-winning feature scheduled in evening time.

Developed through intensive research by WDSU-TV's 12-man news department, these editorials provide an informed commentary on key events and issues affecting community problems and progress. They translate, into positive action, the profound desire of station management to be an influential public force in the community.

In New Orleans and throughout the station's entire area, Gulf Coast viewers look to WDSU-TV to give not only the news in pictures but also the full picture *behind* the news, through thoughtful interpretation and incisive informed opinion.

At Blair-TV, watching the impact of creative programming by great stations like WDSU-TV is a constant source of satisfaction. For more than a score of such stations, we are proud to serve as the national sales arm.

BLAIR-TV

Televisions's first exclusive national representative, serving:

WABC-TV—New York
W-TEN—Albany-Schenectady-Troy
WFBG-TV—Altoona-Johnstown
WNBF-TV—Binghamton
WHDH-TV—Boston
WBKB—Chicago
WCPO-TV—Cincinnati
WEWS—Cleveland
WBNS-TV—Columbus
KTVT—Dallas-Ft. Worth
WXYZ-TV—Detroit
KFRE-TV—Fresno
WNHC-TV—Hartford-New Haven
WJIM-TV—Lansing
KTTV—Los Angeles
WMCT—Memphis
WDSU-TV—New Orleans
WOW-TV—Omaha
WFIL-TV—Philadelphia
WIIC—Pittsburgh
KGW-TV—Portland
WPRO-TV—Providence
KGO-TV—San Francisco
KING-TV—Seattle-Tacoma
KTVI—St. Louis
WFLA-TV—Tampa-St. Petersburg

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

OCTOBER

Oct. 29-31—**Assn. of Independent Metropolitan Stations** fall meeting. Algonquin Hotel, New York.

Oct. 31-Nov. 2—**Institute of Radio Engineers** radio fall meet, Syracuse, N.Y.

NOVEMBER

*Nov. 1—**Academy of Television Arts & Sciences**, New York Chapter, luncheon. Terrace Room, Plaza Hotel.

Nov. 2—**Hollywood Ad Club** "Shirtsleeve Session" on tv sales. David Hopkins, vice president of McCann-Erickson, Los Angeles, will be moderator. Sesssion will convene at 11 a.m. and run through luncheon until 2 p.m. at the Hollywood Roosevelt Hotel.

Nov. 3-4—**Ohio Assn. of Broadcasters** fall convention. Columbus Athletic Club, Columbus, Ohio.

Nov. 3-5—**Public Relations Society of America's** 13th national conference. Conrad Hilton Hotel, Chicago.

Nov. 4-5—**Country Music Festival**, ninth annual Jamboree sponsored by WSM Nashville, Tenn. Rep. Oren Harris (D-Ark.) will be keynote speaker. Andrew Jackson Hotel, Nashville.

Nov. 4—**American Women in Radio & Television** Pennsylvania conference. Harrisburg, Pa.

Nov. 5—**Wisconsin AP Radio-Tv Assn.** Meeting. U. of Wisconsin, Madison.

Nov. 5-6—**Missouri Broadcasters Assn.**, Lennox Hotel, St. Louis.

Nov. 9—**Maine Assn. of Broadcasters** annual meeting and election of officers. Paul O'Friel, general manager of WBZ Boston, will be guest speaker. Steckine's Restaurant, 107 Middle St., Lewiston, Me.

Nov. 10—**WSB Radio-Tv News Broadcasting Conference**, held in association with Henry W. Grady School of Journalism, U. of Georgia. Creative contests will be a feature of the broadcast-news educational session. WSB-AM-TV Atlanta studios.

Nov. 10-11—**North Dakota Broadcasters Assn.** annual meeting. Gardner Hotel, Fargo, N.D.

Nov. 13-16—**Assn. of National Advertisers** annual meeting. The Homestead, Hot Springs, Va.

Nov. 13—Annual seminar for promotion managers of radio and tv stations represented by **Edward Petry & Co.**, at 3 p.m. in Continental Suite, Sheraton-Charles Hotel, New Orleans. Held in conjunction with Broadcasters' Promotion Assn. convention.

Nov. 14-16—**Broadcasters' Promotion Assn.** annual convention. Sheraton Charles Hotel, New Orleans. Robert W. Sarnoff, NBC board chairman, will be keynote speaker. Among topics on agenda: color tv, budgets, merchandising, FCC and other probes, audience surveys and the role of video tape, graphic arts and news in promotion.

*Nov. 15—**Radio & Television Executives Society's** timebuying and selling luncheon-seminar premieres at Hawaiian Room in Hotel Lexington, New York, 12:15 p.m. Details for first program to be announced.

Nov. 15-18—**Television Bureau of Advertising** annual meeting. Waldorf-Astoria, New York.

*Nov. 16—**Radio & Television Executives Society's** newsmaker luncheon. Roosevelt Hotel, New York.

Nov. 17-18—**Tennessee Assn. of Broadcasters** meeting. Peabody Hotel, Memphis.

*Nov. 17-18—**Freedom of Information conference.** Jay H. Neff Auditorium, U. of Missouri School of Journalism, Columbia, Mo.

Nov. 18—**California Broadcasters Assn.** annual meeting, Fresno.

Nov. 18—**Television Bureau of Advertising**, membership luncheon. Waldorf-Astoria Hotel, New York. Speaker will be Leslie B. Worthington, president of U. S. Steel.

*Nov. 18—**Tennessee AP Broadcasters** meeting. Hotel Peabody, Memphis.

Nov. 18-19—**Oregon Assn. of Broadcasters** meeting, Salem, Ore.

Nov. 18-19—**Advertising Federation of America**, 8th District convention. Holiday Inn and U. of Wisconsin campus, Madison. Among the speakers will be: James Fish, vice president of General Mills and AFA board chairman and James Beach, ABC vice president.

Nov. 18-19—**Oregon Assn. of Broadcasters** meeting. Salem, Ore.

Nov. 22—**Hollywood Ad Club** luncheon at Hollywood Roosevelt. Jerome Guild, designer, will discuss "Importance of Packaging."

*Nov. 22—**Radio & Television Executives Society's** timebuying and selling luncheon seminar. Matthew J. (Joe) Culligan, McCann-Erickson, will moderate, and Art Durham, Fuller & Smith & Ross, and Rodney Erickson, Erickson Assoc., will discuss whether or not network tv can have both quality and quantity. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

Nov. 25-27—**National Assn. of Television & Radio Farm Directors** annual meeting, Conrad Hilton Hotel, Chicago.

Nov. 26—**Utah-Idaho Associated Press Broadcasters Assn.** convention. Twin Falls, Idaho.

Nov. 28—Deadline for reply comments in FCC's rulemaking proceeding to drop in vhf channels at less than present minimum mileage separations. Docket 13340.

*Nov. 29—**Radio & Television Executives Society's** timebuying and selling luncheon-seminar. Maury Long, BROADCASTING magazine, will moderate, and Bill Quarton, WMT Cedar Rapids, and Bob Bordley, WTOP Washington, will discuss how trade paper advertising helps them. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

Nov. 30-Dec. 3—**Sigma Delta Chi** national convention, Biltmore Hotel, New York. Schedule calls for registration and opening night buffet, convention sessions through annual evening banquet Dec. 2, closing morning meeting and afternoon visit to United Nations Dec. 3, and post-convention activity of Sigma Delta Chi executive council Dec. 4.

DECEMBER

Dec. 2—**Arizona Broadcasters Assn.** fall meeting. All-day session at Mountain Shadows Resort near Scottsdale, Ariz. Norman E. Cash, TvB president, and Kevin B. Sweeney, RAB president, are principal speakers.

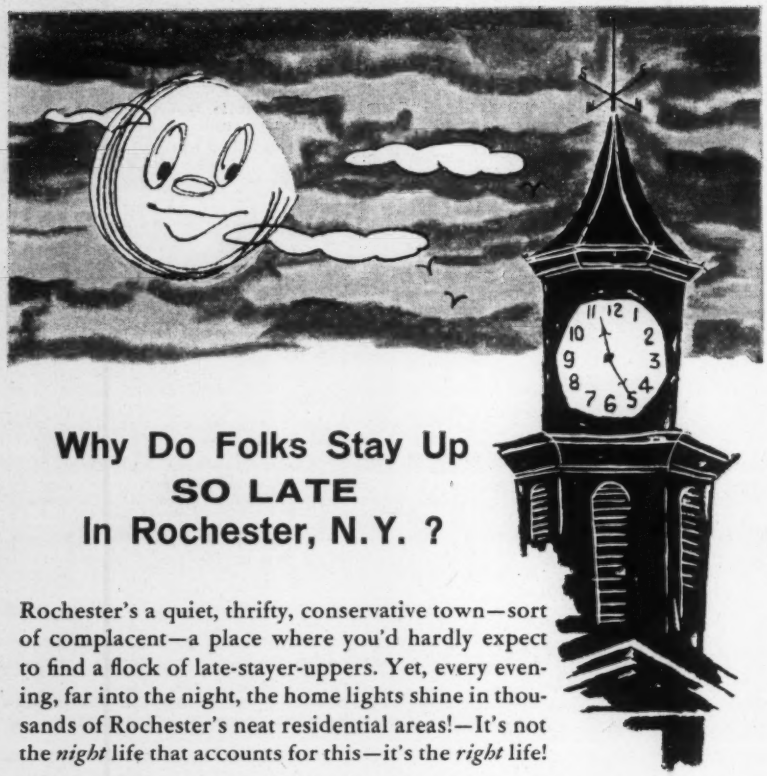
*Dec. 6—**Radio & Television Executives Society's** timebuying and selling luncheon-seminar. Lou Hausman, Television Information Office, will moderate and C. Wrede Petersmeyer and Herman Land, Corinthian Broadcasting Corp., are among participants. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

JANUARY 1961

Jan. 8-12—**National Retail Merchants Assn.** 50th anniversary convention. W. Maxey Jarman, board chairman of Genesco Corp., will speak at the opening-day luncheon. Grand Ballroom, Statler-Hilton Hotel, New York City.

Jan. 13—New York Chapter, **Academy of Television Arts & Sciences** "Close-Up" 1961 dinner. Grand Ballroom, Waldorf-Astoria Hotel.

Jan. 21-22—Ninth annual **Retail Advertising**



Why Do Folks Stay Up SO LATE In Rochester, N.Y. ?

Rochester's a quiet, thrifty, conservative town—sort of complacent—a place where you'd hardly expect to find a flock of late-stayer-uppers. Yet, every evening, far into the night, the home lights shine in thousands of Rochester's neat residential areas!—It's not the *night* life that accounts for this—it's the *right* life!

It's those Wonderful

FEATURE FILMS

EVERY NIGHT AT 11:25

Never—no *never*—has there been such a brilliant, star-studded array of late-evening entertainment as that offered by our Fall Festival of Feature Films! Great dramas! Great stars! Great entertainment!—And *a great opportunity for smart buyers* who grab up the golden spots within this super-selling program structure! Write, wire or telephone today!

CHANNEL 10

ROCHESTER, N.Y.

(WVET TV • WHEC TV)

EVERETT McKINNEY INC. THE BOLLING CO. INC.

Conference, Palmer House, Chicago.

Jan. 23-24—**Oklahoma Broadcasters'** Assn. Biltmore Hotel, Oklahoma City. Members of the Oklahoma Legislature will attend luncheon meeting.

Jan. 26-28—**Georgia Radio & Television Institute**, sponsored by The Georgia Assn. of Broadcasters and Henry W. Grady School of Journalism, U. of Georgia, Athens. Among the scheduled speakers: Sam Slate, vice president and general manager, WCBS New York; Sig Mickelson, president, CBS News; Edward Stanley, NBC director of public affairs, and Charles H. Tower, manager of broadcast personnel and economics, NAB.

FEBRUARY

Feb. 1-3—**Winter Military Electronics** convention, sponsored by National Professional Group on Military Electronics and Los Angeles section, Institute of Radio Engineers. Register exhibits with Arthur N. Curtiss, IRE Business Office, 1435 S. La-Cienega Blvd., Los Angeles 35. Convention will be held in Biltmore Hotel there.

Feb. 4—**Directors Guild of America,** annual awards dinner dance. Beverly Hilton, Beverly Hills, Calif. Presentation of awards for outstanding directorial achievement in theatrical motion pictures, live and film tv programs.

Feb. 5-11—**1961 Advertising Week.**

Feb. 14-15—**Assn. of National Advertisers,** cooperative advertising workshop. Hotel Ambassador, Chicago.

Feb. 22-23—Sixth annual **Conference of Presidents of State Broadcaster Assns.** Shoreham Hotel, Washington, D. C.

APRIL

April 6-8—**Montana Broadcasters Assn.** annual meeting. Billings, Mont.

April 14-15—**Kansas Assn. of Radio Broadcasters** annual convention. Jayhawk Hotel, Topeka.

April 26-29—**Institute for Education by Radio-Television,** Deshler-Hilton Hotel, Columbus, Ohio.

MAY

May 4-14—Brand Names Week.

May 7-11—**NAB** annual convention. Sheraton Park and Shoreham Hotels, Washington.

AAAA Conventions

Nov. 2-3—**AAAA,** eastern region annual conference, Biltmore Hotel, New York.

Nov. 30—**AAAA,** east central region annual meeting. Statler Hilton Hotel, Detroit.

NAB Fall Conferences

Nov. 14-15—Statler Hilton, Washington

Nov. 21-22—Edgewater Beach, Chicago

Nov. 28-29—Biltmore Hotel, New York

AFA 1961 Conventions

Jan. 27-29—Eastern inter-city conference of Women's Advertising Clubs. Warwick Hotel, Philadelphia.

Feb. 1—**AFA** annual mid-winter conference and congressional reception. Statler-Hilton Hotel, Washington, D.C.

April 6-7—**AFA** 1st district convention. Sheraton-Biltmore Hotel, Providence, R. I.

April 13-16—**AFA** 4th district convention. Dupont Plaza Hotel, Miami.

April 21-22—**AFA** 9th district convention. Savery Hotel, Des Moines, Iowa.

May 27-31—**AFA** 5th annual convention. Sheraton Park Hotel, Washington, D.C.

WPEN RADIO MAKES THINGS HAPPEN IN PHILADELPHIA

As Part of Our Continuing Efforts in Community Service

WPEN awards four college scholarships

Richardson Dilworth, Mayor of Philadelphia (center) and a group of distinguished citizens comprised the Board of Judges.

A general view of the audience at the WPEN "Teenage Salute Award Dinner"

WPEN awards four college scholarships each year to students throughout the Philadelphia area, selected in cooperation with WPEN, by the Mayor and Superintendents of the Public and Parochial School Systems. Education is our responsibility —and it is also good business. In Public Service . . . In Sales . . . And In Exciting Listening, WPEN Makes Things Happen In Philadelphia.

WPEN
PHILADELPHIA

Represented Nationally by **GILL-PERNA** New York, Chicago, Los Angeles, San Francisco, Boston, Detroit, Atlanta
THE CONSOLIDATED SUN RAY STATIONS **WPEN**—*Philadelphia;* **WSAI**—*Cincinnati;* **WALT**—*Tampa*

MORE

LISTENERS*

than all other stations combined

The Big Chief can always attract a big, attentive audience . . . but nothing like WCCO Radio with more listeners than all other Minneapolis-St. Paul stations combined!

Besides, WCCO Radio has top acceptance with a tremendous tribe . . . 1,022,610 radio families in a 114-county basic service area.

Watch your Big Chief smile when you add WCCO Radio's lowest cost per thousand . . . less than one-third the average cost of all other Twin Cities stations. It's a powerful way to take command of a major market.

WCCO RADIO

Minneapolis St. Paul

- *Northwest's only 50,000-Watt 1-A Clear Channel Station*
- *Source: Nielsen Station Index, July-August, 1960 6 AM-Midnight, 7-day week.*

Represented by

CBS RADIO SPOT SALES

A BILLION DOLLARS ON A SILVER PLATTER
MONTGOMERY
A billion dollars . . . yours for the asking . . . when you ask for WSFA-TV. This one buy blankets Montgomery and Central-South Alabama, where a million people have a billion dollars to spend.
WSFA-TV
NBC / ABC MONTGOMERY - CHANNEL 12
Represented by Peters, Griffin, Woodward, Inc.
The Broadcasting Co. of the South
WIS-TV Columbia, South Carolina

Newest among the leaders serving America's greatest radio market!
More audience per dollar than any other leading radio station in greater Los Angeles!
DIAL 1110 / 50,000 WATTS
K/RLA
RADIO LOS ANGELES
Represented by
DONALD COOKE INC.

PLAYBACK®

QUOTES WORTH REPEATING

Students and faculty of Olivet College, Olivet, Mich., heard a professional broadcaster candidly evaluate the strengths and weaknesses of television earlier this month, and they learned just how much service they were receiving from the medium, too. Willard Schroeder, general manager of WOOD-AM-TV Grand Rapids, Mich., told them Oct. 6 in part:

I think those of us who have been in television the last 10 years did the jobs that were most pressing. We installed the physical plant, sold our services to an initially skeptical market. We put our businesses on a sound financial basis. I see absolutely no reason for not being proud of it in television.

But, now we come to the second decade of television, and it's going to be a lot tougher than the first. We've built this wonderful facility that pumps out sight and sound 17 or 18 hours a day, seven days a week, 52 weeks a year. It delivers this service to over 90% of the public—not just singly but offering 94% of all Americans the choice of three stations.

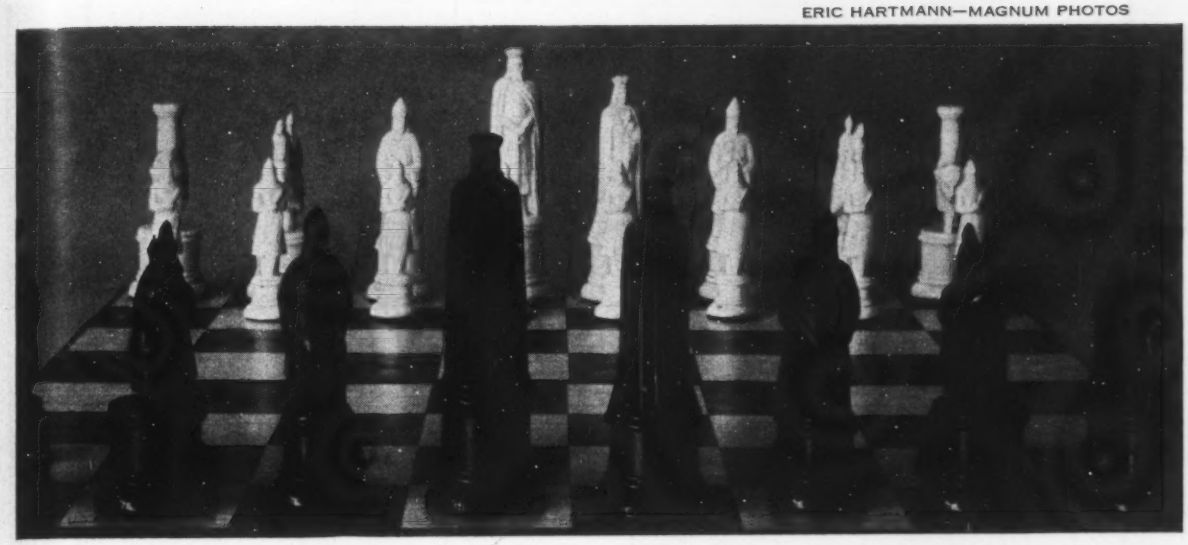
In plain language, we're stumped. We have an acute shortage of creative talent in the television industry. Our problem is only made tougher by the fact there are equal shortages of the same kind of talent in the theatre, in the movies, in radio, the newspaper, magazine and book publishing fields.

Compromise ▪ The result, of course, has been compromise. I'm reasonably certain that the networks with which we are affiliated, or, we ourselves, have tried just about every kind of program form in the last 10 years. And, some of it, if I do say so myself, has been pretty good. Unfortunately, a television program isn't like a Broadway play. A successful Broadway show can run without alteration for years.

A return to live television is not the answer . . . . Television's abundant troubles are caused by bad scripts, not by networks, agencies and sponsors taking beautiful scripts and reducing them to rubble. When a beautiful script appears—an occurence almost as frequent as Halley's Comet—it not only gets produced, but the author is embraced and feted and signed for six more scripts—all of which will be bad. . . .

I don't agree at all . . . that our problems are hopeless. If we realize that effort, in any direction, is characterized by success and failure, we need only to exert *more* effort. The end result will, at least, be a parallel increase in success—in this case—in worthwhile

ERIC HARTMANN—MAGNUM PHOTOS



"ALL THAT IS NECESSARY FOR THE FORCES OF EVIL TO WIN IN THE WORLD IS FOR ENOUGH GOOD MEN TO DO NOTHING"

—EDMUND BURKE—

VOTE TUESDAY NOV. 8

This message was created in our agency to remind our people that voting is not a right, not a privilege, but a responsibility of citizenship. It appears here in the belief that others will also find these words a timely reminder of a basic principle. YOUNG & RUBICAM, INC. *Advertising, New York.*

MONDAY MEMO from ALBERT G. (JEFF) WADE of Wade Adv. Inc., Chicago

A few simple advertising truths, to answer the rantings of the critics

One thing that I learned a long time ago is that generalities are dangerous. Whereupon I will now proceed to state one. It appears to me that many of the more vocal critics of advertising and all its works are those who know the least about it.

Some of these pontificate from the cloistered halls of learning, from which privileged sanctuaries they berate the tawdry commercial processes which produce the grants for endowments and the taxes which support them. Others, having failed to reach the eminence in industry to which they feel they are entitled, take their limited experience and proceed to fashion a platform on which to do the same thing.

Neither of these types will stop their ranting just because I raise my voice in this forum of the electronic media. But a few constructive truths published here may reach some of those independent souls who like to hear both sides of a question.

What I say will be well known to most readers of BROADCASTING, for most of them have learned, as I did, the hard way.

We all know that there are areas in advertising which can stand improvement, for in this business we have our quota of jerks, slick operators and incompetents. But one of the great things about advertising is the speed with which these phonies are found out. The economics of the business usually take care of that.

Challenge the Insults ▪ Now, regarding these shallow criticisms of the business which allege that advertising is uneconomic; sells people things they don't want; creates false-obsolescence and all the rest of that tiresome drivel that we all have heard so many times before.

I'm not going to dignify these rantings with a factual rebuttal because the readers of BROADCASTING don't need it, but I am going to appeal to those readers who get this far in the page not to let all these insults go unchallenged. Of late, Leo Burnett and (Fairfax) Cone [board chairman of Leo Burnett Co., and chairman of the executive committee of Foote, Cone & Belding, respectively] have taken the critics to task in devastating ways. I'm proud to be in the same business with these hard-working practitioners.

Marketing Facts ▪ To what they have said I would add some self-evident truths.

(1) Any company president who authorizes advertising expenditures knows that well-thought-out advertising can sell almost anything *once*. But he also knows that only the *product* can sell itself the second time. And if there is no repeat business there won't be any company or any president.

(2) Any pseudo-economists who maintain that advertising sells the American public things they don't want (or need) obviously has never tried selling. Most of us know that it's hard enough to sell people on things that they *do* want and need.

(3) What is "false" obsolescence, anyway? Should we conspire to prohibit people from buying new and better motor cars with the better engineering and performance that have been developed since they bought their present cars? Must we say: "Drive the old ones until they fall apart like the one-horse shay"? Should the consumer *not* buy new foods, new medicines, new clothes, new houses, new appliances?

Well, this is ridiculous. I say that whenever a better product comes along, the old product is truly obsolete and there's nothing false about it.

Voice of Progress ▪ This attitude comes naturally to us in the Wade Agency. My grandfather's biography relates that in 1902 (seven years before he founded the company) he wrote the first copy at N. W. Ayer on the revolutionary new packaged crackers, Uneeda Biscuits, that brought obsolescence to the cracker barrel pretty quickly. And some recriminations too, I suppose.

This is too old a lesson not to have been learned by now. If the critics want to display their lack of grasp by criticizing the voice that heralds the new and better things, then that's the kind of criticism I would like to have directed my way, and often.

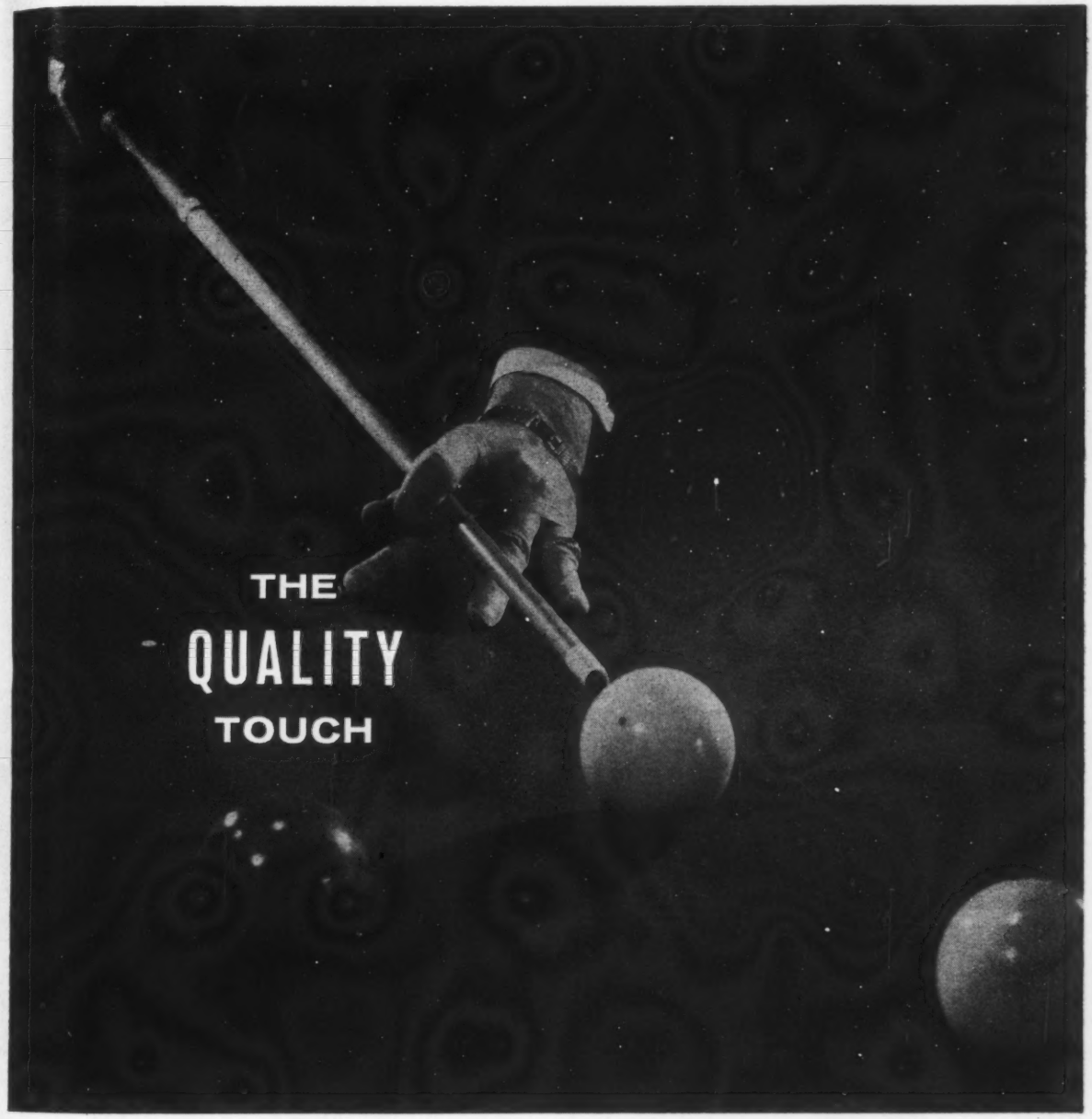
Every successful manufacturer recognizes that from the fires of obsolescence come the ashes which give birth to progress.

When the anvil chorus gets going on some of the examples of bad taste in our business, I'm with them. So are most of the thinking people in every segment of advertising. There is still a lot of work to be done on this, from *inside* the business, by people who know what they are talking about because they work at it.

I can say all this proudly, because in our agency we have something of a record for producing commercials that *are* in good taste; that *don't* insult the intelligence of the public; that are economically successful because they sell merchandise. And when a better product comes along we try very hard to make old products obsolete.

While we're doing this, and our firm has been at it for 51 years, we don't imagine that we're getting people to buy things they don't need. Whoever thus underestimates the shrewdness and intelligence of the American public just doesn't have the facts. That's all.

Albert G. (Jeff) Wade II, board chairman of Wade Adv. Inc., Chicago, was literally born into the advertising business—the son of executive Walter Wade and grandson of the agency founder. Young Wade was born in Oak Park, Ill., in 1918. He became a writer-producer for shows in radio's heyday and later agency president. He recently became board chairman. Major radio-tv advertisers serviced by Wade include Miles Labs and Toni Co.



These are the hands of a billiard champion. Hands that reflect the experience of the years . . . the dedication of the mind . . . the desire of the heart. These are the elements which produce that quality touch! You'll find them, too, in that which sets great television and radio stations apart from the rest!

WFAA

TELEVISION abc
RADIO abc/nbc • DALLAS

Serving the greater DALLAS-FORT WORTH market

BROADCAST SERVICES OF THE DALLAS MORNING NEWS

Represented by

Edward Petry & Co., Inc.

The Original Station Representative

MORE AUTOMOTIVE SALES ARE MADE IN THE WWTV AREA THAN IN TEN ENTIRE STATES!

NCS No. 3 shows that WWTV has daily circulation, both daytime and nighttime, in 36 Michigan counties.

Consumers in Northern Lower Michigan buy more automotive products than the total population in ten entire *states**!

WWTV, Cadillac, covers all of Northern Lower Michigan (see coverage map) and *reaches most of its households.* NSI (June 6-July 3, 1960) for Cadillac-Traverse City gives WWTV more homes than Station "B" in 433 of 450 quarter hours surveyed, Sunday through Saturday. You would need 13 daily newspapers and 16 radio stations to come close to WWTV's coverage and penetration of this large market!

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having. *If you want it all, give us a call!*

**Combined automotive and filling station sales in the WWTV area ($239.8 million) exceeds those in Nev., S.D., N.D., N.H., R.I., Hawaii, Del., Alaska, Wyo. and Vt. (Source: SRDS)*

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA

WWTV

316,000 WATTS • CHANNEL 13 • 1282' TOWER
CBS and ABC in CADILLAC
Serving Northern Lower Michigan

Avery-Knodel, Inc., Exclusive National Representatives

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name *title/position**
company name
address
city *zone* *state*
Send to home address — —

* Occupation Required

OPEN MIKE®

The new look

EDITOR: The new layout approach to BROADCASTING's pages deserves loud applause. The rearrangement of such sections as the WEEK IN BRIEF and FATES & FORTUNES makes your good publication even more attractive and readable. In fact, the new look, typewise, throughout the book, adds zest to reading.

As a former publishing man, I am particularly aware of how important this occasional re-stylizing is for a magazine. Congratulations on doing an excellent job of keeping BROADCASTING as vital in appearance as it is in content and on keeping it in step with the times via modern designing techniques. *Robert L. Hutton Jr., Vice President, Edward Petry & Co., New York.*

EDITOR: We certainly like the new type face which appeared in your Oct. 17 issue. When you operate a clipping service, anything as neat and easy-to-read as the new BROADCASTING is really welcome.—*Pauline Mahoney, Publici-Tips, P. O. Box 8761, Denver 10, Colo.*

Susskind & Khrushchev

EDITOR: Your editorial (page 116, Oct. 17 issue) concerning David Susskind's interview of Premier Khrushchev was an excellent commentary on the sad state of journalism in broadcasting today. We carried the program on WYSO and shared your dislike for the manner in which Mr. Susskind provoked the Russian leader. The end result was a shabby propaganda duel which shed little light on the basic problems that divide America and Russia. —*Jonathan Wallach, Assistant Director of Radio, WYSO (FM) Yellow Springs, Ohio.*

Alert to developments

EDITOR: We wish to thank you for the Ideal Toy article in your Oct. 17 issue (page 46). The story of our children's tv spectacular and its commercial objectives was clearly and accurately reported and attests to your magazine's alertness not only to the importance of tv advertising to the toy industry but to all developments within the tv medium.—*Boris Holtzman, Publicity Director, Ideal Toy Corp., New York.*

Tv impact in Nigeria

EDITOR: [Here are] some of the highlights of my experience at the independence celebration in Lagos, Nigeria. . .

Of natural interest . . . was the vivid curiousity which the Nigerian leadership and the people show in television. It is commonplace in Lagos to see

WHLI

"THE VOICE OF LONG ISLAND"

ONE OF THE NATION'S MOST HONORED SUBURBAN RADIO STATIONS

Pioneer in Public Service Programming in the Major Long Island Market... WHLI offers sponsors and their products a Prestige Atmosphere and an influential Long Island Audience... unmatched for quality and quantity... by any other independent or network radio station covering this market!

For over 13 years, **WHLI** has dominated listening on Long Island with programs designed to serve the needs and interests of the ever-growing Long Island community...

- **Familiar Good Music**
- **L. I. News and Weather Reports**
- **Traffic-Road Conditions**
- **School-Factory Closings**
- **Community Activities**
- **Editorial Opinion**

Our **WHLI** "Hall of Fame" attests to the wide-spread acclaim achieved by our high standards of programming "in the public interest." Prominent from wall-to-wall are dozens of awards and citations from civic, religious, youth, community, veterans groups and from trade and industry for programming of exceptional merit and service.

10,000 WATTS

WHLI AM 1100 FM 98.3

HEMPSTEAD
LONG ISLAND, N. Y.

the voice of long island

REPRESENTED BY GILL-PERNA

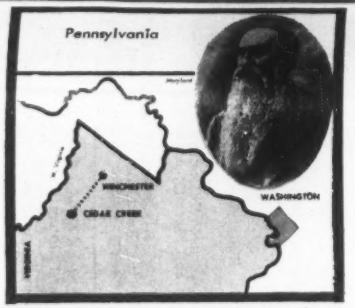
PAUL GODOFSKY, Pres. & Gen. Mgr. • JOSEPH A. LENN, Exec. V. P. & Sales Mgr.

W-CAR's Pat Sheridan studies famous statue on recent visit to Sheridan Circle, Washington, D. C.

SHERIDAN'S RIDE

OCTOBER 19, 1864

SHERIDAN'S RIDE



Map showing route of Sheridan's Ride and proximity to Washington. Inset is General Jubal A. Earley

W-CAR's Pat Sheridan at Cedar Creek battlefield.

OCTOBER 19, 1864

Dark days of the Civil War. The Nation's capital filled with gloom and foreboding . . . Washington was "a city of despair."

The cavalry of feared and famed Confederate General Jubal A. Earley penetrating the Shenandoah Valley to the west and north of Washington, threatened to "raid the Capital and seize Lincoln."

Union General Sheridan—"Little Phil," whose first command as a colonel had been the Second Michigan Cavalry . . . returning to his headquarters from reluctant attendance at a hastily-summoned War Office meeting and hearing heavy cannonading in the early morning . . . his "perfect battle sense" told him that pre-dawn surprise and catastrophe had befallen his troops . . . and "by his wonderful ride up the Shenandoah Valley from Winchester twenty miles away," the General rallied the routed army, reorganized it, and "literally turned defeat into victory"—as many other great Americans have done—and will do again.

Washington was saved, its gloom turned to joy. President Lincoln sent General Sheridan his thanks and those of the Nation for "a great national disaster averted."

Within a few weeks came Thomas B. Read's famous poem "Sheridan's Ride" which through following decades, millions of American schoolboys learned and recited by heart. General Sheridan's famous horse Rienzi, (a gift from Captain Campbell of the Second Michigan Cavalry) was preserved after death in 1878 and today is in the Smithsonian Institution in Washington.

In 1908, sculptor Gutzon Borglum, fascinated by General Sheridan's career, gained his first international recognition with the unveiling of the monument shown above—widely regarded as the finest equestrian statue in the world.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

CIVIL WAR CENTENNIAL . . . 1961-65

As 1961 approaches, America prepares to commemorate throughout the following five years the Centennial of the Civil War. Centennial Commissions have been established in more than 40 states. On October 31 will be published a monumental Pictorial History of the Civil War.

To further heighten interest in the Centennial, W-CAR-Detroit is planning a special series of public service programs based upon outstanding events of the conflict termed by Winston Churchill, "the noblest and least avoidable war ever fought." The interest and co-operation of citizens throughout this area is welcomed—address W-CAR, 500 Temple Avenue, Detroit, attention Civil War Series Director.

TODAY . . . OCTOBER 19, 1960

On this 96th Anniversary of Sheridan's Ride, W-CAR's Pat Sheridan is away from his accustomed W-CAR programs in Detroit, extending his Civil War research, gathering additional source material for W-CAR's forthcoming program series.

He is in Virginia . . . paying homage to one of America's greatest military leaders . . . leaving at 8:30 as did General Phil Sheridan exactly 96 years ago . . . re-travelling along the Valley Pike the route of the famous Ride to the battlefield at Cedar Creek.

Tomorrow, through the miracle of modern travel, Pat will be back on his regular W-CAR programs, bringing pleasant music, friendliness and his own special brand of good cheer to all in the listening area of W-CAR who "Ride With The General"!

DIAL 1130

W-CAR

RADIO DETROIT

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W-CAR—DETROIT—One of the Nation's Great Stations

REPRINT -- DETROIT FREE PRESS, DETROIT NEWS, DETROIT TIMES, OCTOBER 19, 1960

PUFFS
&
PANATELAS

If king-size billings are your aim in America's largest market, you need WPAT . . . Metropolitan New York's reigning good music station. The long and the short of it is simply this: WPAT gets results. That's why tobacco products advertising alone has increased more than 348% in only three short years on our station and that's only one of the many advertising categories that has shown record-breaking gains on WPAT. The reason? We smoke out listeners in 31 counties throughout New York, New Jersey, Pennsylvania and Connecticut . . . an area where more than 17,000,000 people live, work and buy in more than 5,000,000 radio homes. America's leading tobacco men know it. Among them, count the men who make and market *Benson & Hedges, Camels, Chesterfields, Dukes, General Cigars, Hit Parades, Kents, L & M's, Lucky Strikes, Newports, Oasis, Old Golds, Pall Malls, Parliaments, Tareytons and Winstons.* In the past three years, all of them have found out that Greater New York's best drawing station is WPAT . . . the station with the aroma of success.

WPAT
&
WPAT-FM

groups of 50 to 100 people crowded around the windows of a residence fortunate enough to possess a television set.

In discussions with Mr. Soawokoya, principal of emergency science training; E. S. J. Moses, chief officer of the Ministry of Education, and H. D. Omenia, under-secretary of the Ministry of Finance, I observed their intense interest in television as an inductive instrument for education. There was a common and penetrating perception by these leaders that television for mass consumption had to provide mass-appeal programming, programming of universal appeal, so that the purchase of sets would be stimulated and the interlarding of entertainment with academic material would become an escalator for a higher common denominator of intellect, without the almost impossible approach through government operated facilities.

These leaders were deeply interested in the cost of radio and television broadcasting stations with particular reference to the campus facility found in the U.S. They also asked thoughtful questions concerning the construction and use of public halls for community tv watching. . .

Television in Lagos, aired from 6 to 10 p.m., has suggested to the Nigerian leaders the key to amalgamation of the 200-odd languages spoken by the 40 million people inhabiting 340,000 sq. mi. Public interest in education is robust, with books of any kind whatsoever going like hot cakes out of the libraries of Lagos. These people show a voracious appetite for information. . .
—*Tom Chauncey, President, KOOL-AM-TV Phoenix, Ariz.*

[Mr. Chauncey was special ambassador and representative of President Eisenhower during the independence celebration of Nigeria and on his return to the U. S. reported this radio-tv aspect.—THE EDITORS.]

Business-education day

EDITOR: A few days ago WBTW concluded its first presentation in the annual Business-Education Day sponsored by the Florence Chamber of Commerce.

We had 11 teachers as our guests for the entire day and a copy of BROADCASTING formed an essential part of the information packets which we made up for each of them. Certainly I'm most grateful to you for making available 11 copies of the current issue. The teachers were most impressed—each promised faithfully to read it from cover to cover over the weekend—and to place it in the school library.

. . . thanks for helping to make our Business-Education Day a successful one.—*J. William Quinn, Managing Director, WBTW (TV) Florence, S. C.*

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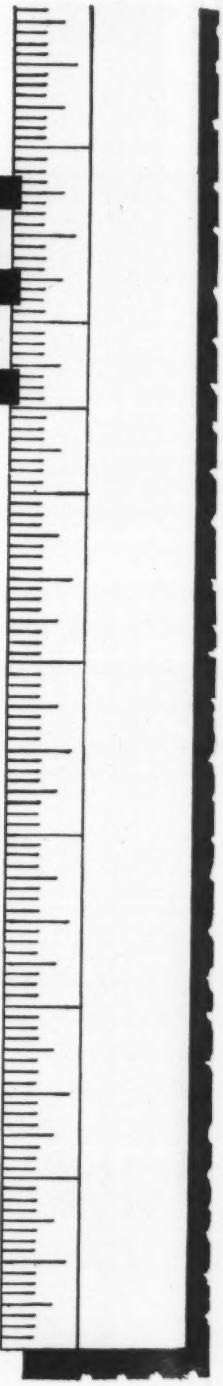

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

October 31, 1960 Vol. 59 No. 18

TALENT'S THREAT TO SPOT TV

■ Union demands would blast costs up as much as 1,400%

■ Big advertisers say they'd have to pull out of television

The prospect of paralyzing cutbacks in the $650 million spot television business hung like a wet cloud last week over talent union negotiations with networks, agencies and producers. The unions are the American Federation of Television & Radio Artists and the Screen Actors Guild.

Some of spot television's oldest and steadiest customers were quoted as taking the position that they would have to slash ruthlessly—and perhaps abandon completely—their spot tv advertising if the unions' demands were met.

At least 30 major tv advertisers were said to have indicated in a private poll that they were "ready to take a strike" rather than acquiesce in the union demands. This also was reported to be the attitude of virtually all other leading spot spenders who had expressed any position. Participants said that no advertiser had indicated a willingness to pay the unions' price in order to avoid a strike.

"We couldn't take these proposed prices," one advertising executive said. "We would have to take a strike."

The demands, according to sources close to the negotiations, would send talent costs soaring as much as 1,000 to 1,400% or more above those currently paid for typical spot campaigns. These sources said network commercial costs also would rise, but not so drastically. Thus they expected that retrenchments would fall principally on spot.

The increase in talent costs for scale performers on network television programs, it was estimated authoritatively, would vary between 91% and 227%.

Strike Effects ▪ A strike presumably would knock out live network programming for the duration, limiting shows to those that are on film or tape and, if it lasted long enough, reducing network tv to re-runs. Commercials would be limited to those already in the can. Some step-up in commercial production has been noted among agencies as a hedge against the possibility of a strike.

There were almost constant sessions last week, either actual negotiations or separate meetings of the parties individually to review developments and plan strategy. They were conducted in tightest secrecy.

"I don't think television stations have yet realized that the most critical effect of these negotiations could be on them," one advertiser told BROADCASTING between meetings. "I personally know a number of advertisers, and they are all

AFTRA puts its foot in a new door

The American Federation of Television & Radio Artists, heavily involved as it is in negotiations with tv-radio networks and producers, took time last week to make a contract with another medium—subscription television.

Donald F. Conway, AFTRA's national executive secretary (seated left in photo above), signed an agreement with Internatioanl Telemeter Co. covering performers in video tape programs produced for pay tv. Others present at the signing of the document—the first of its kind—were (l-r in photo) Mortimer Becker, AFTRA's general counsel; Leslie Winik, vice president of International Telemeter, and Leonard Kaufman, Telemeter's general counsel.

Under the contract, the scale performer will be paid one and one-half times the applicable basic minimum fee. Telemeter also will pay AFTRA 5% of the producer's gross receipts for each showing on pay tv, with the additional one-half of the basic minimum serving as an advance against the 5% of the producer's gross.

A taped version of Gian Carlo Menotti's operetta, "The Consul," was produced earlier this year with AFTRA performers and will be shown on Telemeter's Toronto wired toll tv system in a few months. Telemeter officials said they planned to tape Broadway plays, original dramas and other productions, with AFTRA performers, later this year.

upset over the unions' proposals and think—as I do—these prices could drive us out of television, especially spot television. Obviously it is the stations who would suffer most."

The reluctance and more often refusal of negotiators to discuss the negotiations kept the rate of progress—or lack of it—beclouded throughout last week.

Union Demands ▪ The estimates of increases up to 1,400% or more in spot talent costs were based on the unions' original demands for a new re-use or residual payment formula and for establishment of a unit system that would weight talent payments according to size of markets used in spot campaigns (BROADCASTING, Oct. 3). There were reports that the unions had since modified these demands "somewhat," but these reports were not officially confirmed and there was nothing to indicate, even in speculation, that the union requests have been eased materially, if at all.

Similarly there was no official word on the proposals of the networks and producers. It was not certain even that they had officially submitted a counter-offer. The consensus among usually informed sources, however, was that they had at last made their general objectives known to the unions and that these were far short of what the unions wanted.

The soundest report from the conference table was that the networks, whatever their counter-offer might be, had made plain that although they were willing to talk about higher re-run or residual payments, they would fight to eliminate the proposed new unit system.

There also were indications that, as of last week, the two sides were nowhere near agreement on this question. They reportedly decided Thursday that they would let this issue rest for a while and turn this week to the question of pay scales for local announcers. Negotiations on the national level resume Nov. 9.

One Slight Hope ▪ Some sources, including advertisers, speculated that the eventual settlement might be "something on the order of a cost-of-living" raise for talent. This talk mentioned 10, 15 or 20% as indicative of the maximum increase that the network-agency-producer group might ultimately agree to give. But this speculation was entirely unofficial and came not from participants but from sources who readily acknowledged that it might not represent the negotiators' viewpoint.

Union sources acknowledged that the terms they had proposed would hike talent costs as much as 500% in at least some cases. Given a hypothetical spot campaign using four actors in a commercial to be shown in the nation's top 15 markets for a 13-week cycle, they said the talent cost would rise from $1,620 under the existing contract to $6,392 under the unions' terms.

From the other side came "examples" of even greater increases, comparing

The history of the movement to residuals

AT FIRST A MINOR PROBLEM; NOW A TROUBLE SPOT

The ordinary meaning of the word "residual" is "left-over." But today the connotation of hand-me-down would be challenged sharply by broadcast management that is locked in negotiations with the American Federation of Television & Radio Artists and the Screen Actors Guild over a new contract (see story beginning page 29).

Among actors, writers, musicians and directors, residual is a beloved word. It means millions of dollars in their pockets. The broadcasting industry, reluctantly at first, has accepted the concept but has resisted its expansion.

In broadcasting terms, residual means that a craftsman is paid not only for the original broadcast or telecast in which he participated, but also for the subsequent replay of the presentation or the commercial.

Man vs. Machine ▪ The concept of the residual arose with the advent of mechanization in entertainment—phonograph records, electrical transcriptions, sound tape, video tape, film and kinescopes. The performer and talent unions were prompted to devise an approach that would enable them to cope, at least to some degree, with the so-called "technological unemployment."

In the early 1900's many performers became displeased with the use of recordings of their voices for which they were not reimbursed. The stars of that period, starting about 1910, insisted upon and, in many instances, received royalties, based on the sale of records. The singer, Alma Gluck, is reported to have earned about $200,000 a year between 1910 and 1920 from the sale of records alone.

The union that has railed perhaps the longest and loudest against "mechanical monsters," the American Federation of Musicians, appears to have been the first broadcast union to insist upon residuals. AFM officials last week recalled that as early as 1932, in their radio network contracts, there were provisions for rebroadcasts of radio programs, with initial pacts calling for 100% of the original fee, later scaled down to about 75%. A former official of the American Federation of Radio Artists (now AFTRA) remembers that the first radio network code in 1937 stipulated re-use fees and this arrangement was extended several years later to the early-day radio transcription companies.

Another version of the residual concept was also invented by the AFM: the collection of royalties from the recording and electrical transcription industries for distribution to unemployed musicians performing at free concerts. This approach was resisted fiercely by the record companies in the 1930's and early 1940's. The AFM's position was (and still is) that records played on radio and on jukeboxes put musicians out of work and that therefore some assistance to musicians was an obligation of the recording companies. A year-long strike started in 1942, but the record companies fell into line, and by 1944 the major manufacturers had agreed to the AFM approach. Later, producers who made films for tv and radio and tv jingles were included in the arrangement. The Music Performance Trust Funds, the organization that receives and disburses the royalties, reports that as of last June almost $41 million had been contributed, of which more than $7 million came from broadcasting sources.

Film Precedent ▪ The big breakthrough in residuals is traceable to the growth of film on television, particularly programs and commercials made specifically for the medium. The Screen Actors Guild was in the forefront of the battle to adopt this principle and, in fact, waged two strikes—one against producers of filmed commercials in late 1952 and another against producers of tv film entertainment. The latter had endeavored to set out from under a provision that had granted actors rerun rights in a five-year contract that expired in the summer of 1955.

SAG's gains in filmed commercials and programs led to similar

the unions' proposals with the existing contracts.

Cost Projections ▪ A spot commercial using two on-camera performers and placed in about 155 markets, for instance, was said to involve a talent cost of $520 for each 13-week period now, whereas the proposed contract would hike this to $7,500 plus 5% for the union pension and welfare fund, making a total of $7,895—a 1,400% increase—for each 13-week period of use.

The talent cost for a commercial using two on-camera performers, one off-camera performer and five singers would rise from $940 (for 140 cities) to $11,143 including 5% for the pension fund, according to another example from users of commercials.

Another advertiser who said he had been paying between $70,000 and $80,000 a year in residuals to talent estimated that for the same campaign under the proposed contract he would pay $350,000 to $400,000.

Here are other examples, said to represent actual campaigns now on the air.

▪ A brand using spot tv only, employing four commercials in the course of a year, now pays $12,480 for talent but under the proposed terms would pay $141,620.

▪ Another brand, sponsoring three commercials in network shows each week, now pays $32,000 a year for commercial talent, but in the future would pay $55,692. Talent cost on spot tv commercials used to fill gaps in his network coverage would rise from $19,440 a year to $220,543.

▪ Another brand now pays $54,000 a year for talent in five network commercials a week and $16,000 for talent in spot commercials; under the proposed contract he would pay $92,820 on the same network commercials and $171,000 on the same tv spot messages.

The Unit System ▪ Management spokesmen reportedly are voicing their strongest objection to AFTRA's proposal for a new approach to a formula in the spot commercial area and local tv programs.

This is called the unit system and attempts to arrive at the cost of talent fees on the basis of the population of the city in which the spot or program is being carried. An AFTRA official said: "It is like a station's time card. An advertiser pays more for time on a station in Cleveland than he does in Des Moines. He should pay talent more, too, when a commercial in which he is appearing is carried in a larger city."

This is a revolutionary departure from the formula in the current AFTRA and SAG pacts. Under those contracts, all cities except New York, Los Angeles and Chicago are weighted evenly. For instance, an advertiser would pay no more for a spot campaign in the 15 markets below the top three than for one in 15 other markets of a smaller size.

Under the proposed system, cities are given a certain unit, depending on their size. They range from 21 units in New York to 13 in Los Angeles, 12 in Chicago, 7 in Detroit, 5 in Pittsburgh, and down to one unit for a city under 500,000 population. To this unit a rate of $15.60 is applied. A spot campaign in five markets totaling 20 units would result in a fee to on-camera performers of $312 each for a 13-week cycle (the figure is computed by multiplying 20 by $15.60).

A similar formula is proposed by the union in the area of local tv programs, with $17.50 as the basic yardstick.

Management's obvious objection to the unit system is that spot campaigns in larger markets (outside of the top three) would rise tremendously, while no saving would be effected in smaller markets.

Double Barrel ▪ This is the first time that AFTRA and the Screen Actors Guild have negotiated at the same table, and is the outgrowth of a policy agreed upon by the two performers' unions last summer. Their joint negotiation in television will be in the areas of commercials and local programs but does not extend to network programs, which is AFTRA's domain alone.

In radio, AFTRA is reported to have sought increases only in the area of sports announcers.

Participants in the negotiations for management include the three tv networks, the four radio networks, the Film Producers Assn. of New York and independent producers. The American Assn. of Advertising Agencies has official observers at all sessions. Member advertising agencies sign letters of adherence to contracts. An unofficial observer of the Assn. of National Advertisers also has attended the negotiating meetings.

residual payments to members of AFTRA, the Radio & Television Directors Guild (now the Screen Directors Guild of America) and the Writers Guild of America. The American Federation of Musicians, meanwhile, won residual formulas for musicians employed in tv films, tv spots and network programs (payments now are made directly to musicians although networks also make a contribution to the musicians performance trust fund).

Though currently residuals are being paid only to members of the so-called talent unions—AFTRA, SAG, WGA, and SDG—other labor organizations in "below-the-line" activities (stagehands, scenic designers, technicians) have made overtures for similar gains, but management to date has rebuffed them.

In the past two years, talent unions also have won gains on another residual front—the international market—and many contracts stipulate the payment of certain fees to participants in programs sold abroad. Further concessions will be sought by unions in this area.

The System ▪ The residual payment is usually tied to the original fee (unless the contract with the union makes a different arrangement) and the performer receives a percentage of this fee. On network and local programs, the re-use fee is applicable after the original presentations. But in spot commercials actors are paid what is called a use fee for a 13-week cycle and the residual payment accrues only if the spot is signed for an additional period. In most cases residuals start at 75% of the original fee and are scaled downward for reuses.

An AFTRA spokesman capsulized the view of the talent unions toward residuals this way: "A repeat of a program or a commercial means the producer is saving money, the network is saving money and an advertiser is saving money. They are saving on new production costs. The actor or announcer, who is helping everybody else to make money, is entitled to get a portion of all this money that is floating around. It is as simple as that. Where would everybody be without talent?"

Figures on residual payments are not easy to compute, because some talent unions claim their bookkeeping systems are not designed to keep close tabs on this source of revenue. But a perusal of AFTRA's financial reports shows that residuals to its members have grown from approximately $117,000 for the fiscal year ended June 30, 1953, to more than $2.5 million for the fiscal year ended last June 30. And the Screen Actors Guild estimates that more than $5 million will be paid out for replay fees on tv entertainment programs alone this year, as compared with $170,000 paid out in 1954. Another revealing statistic: In 1954 SAG had one part-time employe handling residual processing; today the staff consists of a supervisor and six full-time employes.

A SPONSOR TAKES CONTROL

General Mills to back production of film series; Plan follows BBDO's like venture for Rexall

General Mills will finance the development of a film series, *Father of The Bride,* as an entry for the 1961-62 season. As explained last week by George Polk, BBDO's vice president in charge of programming, General Mills intends to make an estimated $75,000 initial investment.

The General Mills move follows earlier reports of advertising agencies and their clients giving consideration to future advertiser-financing of tv film series (CLOSED CIRCUIT, Oct. 24).

Advertiser agitation on this front is significant in that financing is an obvious key to profit share arrangements and subsequent "controls" on a show. The trend in the past few seasons in tv film properties has been more toward network participation in profits through the avenue of financing pilot films (BROADCASTING, May 16).

Past Experience ▪ BBDO is depicted as having been encouraged to pursue advertiser-financing of filmed series as a result of its experience with *National Velvet* now on NBC-TV Sunday, 8-8:30 p.m. Rexall Drug, a BBDO client, financed the pilot that was created and filmed at MGM-TV and then joined with General Mills in alternate week sponsorship.

Father of the Bride also will be created by MGM-TV. Robert Maxwell will be executive producer. Writers are the husband-wife team of Katherine and Dale Eunson, who worked on *GE Theatre, Rifleman, Leave It to Beaver, Ford Theatre* and others, and wrote the pilots for *Band of Gold* and *Angel.* Leon Ames has been cast as the father.

In announcing the arrangement, Mr. Polk offered four arguments for advertiser-financing:

(1) Only a handful of the 200 or more pilots made each year can be considered "plums," but with General Mill's financing a property "we would hope thereby to preempt one of the 'plums.' "

(2) Such financing makes for "more intelligent and less chaotic" show buying, avoiding the "snap decision when pilots are thrown into the market." Instead, Mr. Polk asserted, "the advertiser becomes completely familiar with the background and all the elements of the property with which it will be involved."

(3) The advertiser "figures much more strongly" in program control if "he has financed the creation of the series." Mr. Polk said this was a particularly important factor for an advertiser such as General Mills "where good taste is essential."

(4) Advance planning gives the advertiser more flexibility in the choice of a co-sponsor, should he wish one, and in finding the best network time period for the show.

Mr. Polk said the agency's "creative unit" worked closely with Mr. Maxwell's production group at MGM-TV in preparing a presentation on the series to General Mills. The presentation included a statement on the premise of the series, a "writer's manual" to guide authors whose scripts will supplement those supplied by Mr. and Mrs. Eunson, "one-line story lines" for the first 26 installments, scenes from five other episodes, and a pilot script for episode No. 11 entitled "The Wedding."

Father of the Bride has a history of its own. It originally was a novel by Edward Streeter and a motion picture produced by Metro-Goldwyn-Mayer in 1950. About four years ago, General Foods had a working financial agreement (via Benton & Bowles) for a tv pilot. This initial pilot produced was unacceptable to Benton & Bowles and eventually (in the spring of 1959) the venture was dropped.

Dentyne switches agencies

Dentyne Chewing Gum, a $2 million tv account, has been switched from Dancer-Fitzgerald-Sample Inc. to join other American Chicle Co. products at Ted Bates & Co., New York. Ranked 40th among tv advertisers in 1959, according to LNA-BAR figures released by Television Bureau of Advertising, American Chicle's gross billing in tv totaled $2,496,540 in spot and $3,331,580 in network. Dentyne's share was $1,010,720 in spot and $1,152,961 in network. "Basic disagreement over marketing and advertising policies" was given as the reason for the Dentyne switch. The Bates agency also handles Rolaids, Clorets, Certs, Chiclets and Beeman's chewing gum.

Bulova to use television to introduce new watch

Long-time broadcast advertiser Bulova Watch Co. has a new timepiece product headed toward the tv medium. Described by its creators as a "microsonic timepiece," Bulova last week unveiled 12 models of a transistorized electronic watch called "Accutron"—a name coined from the words accuracy and electronics. Although no advertising figures or media plans have been announced, tv will share in Accutron's pre-Christmas ad budget which is to be "more than all of our competitors combined will be spending on their established conventional products," said R. Harvey Whidden, Bulova's executive vice president of marketing, in a closed-circuit presentation beamed from New York to 13 major cities last Tuesday (Oct. 25). Accutron will have distribution in 32 markets by Christmas, with prices of the wrist models ranging from $175 to $395. McCann-Erickson Inc., New York, is the agency.

The development of the Accutron, which runs from a year to 18 months on a tiny, inexpensive ($1.50) power cell, will lead to advances in miniature timing devices for space age communications, Bulova said.

Joe E. Brown sells 'goof-proof' pens on tv

Paper Mate Co. has hired comic Joe E. Brown to promote its "goof-proof" gift pens in network and spot tv campaigns during the pre-Christmas season.

The commercials emphasize that Paper Mate pens can be selected as gifts without error in "size, color and practicality." They will appear in 20-40 key spot markets from Nov. 15 to Christmas, as well as on six network programs. The spot drive will run about two weeks. Agency: Foote, Cone & Belding, Chicago.

Paper Mate is also utilizing singer Nellie Lutcher and a jazz trio on a radio jingle backing a "big deal" price cut offer for its Capri Mark III pens. The jingle, based on her 1947 recording of "Hurry on Down," made its debut on the World Series broadcasts and is now being used on network radio.

75% of Iowa's retail sales are made in areas covered by 50,000 watt WHO RADIO!

DES MOINES is the heart of Iowa. It is the state's largest city. But its Metropolitan Area accounts for only about 9% of Iowa's retail sales.

In addition to Des Moines, there are seven other important metropolitan areas in the state. Together, these eight metropolitan areas account for approximately 38% of Iowa's consumer spendable income.

IOWA POPULATION-DOLLAR DISTRIBUTION

	Population	% of State Population	CSI	% of State's CSI	Retail Sales ($000)	% of State's Sales
Des Moines Metro Areas	284,200	9%	581,160	12%	401,903	11%
Iowa's 8 Leading Metro Areas including Des Moines	943,600	33%	1,832,792	38%	1,259,097	36%
Remainder of Iowa	1,904,400	67%	2,975,489	62%	2,286,754	64%

This means approximately 62% of Iowa's retail sales are made *outside* of *any* metropolitan area.

WHO Radio serves more than 800,000 radio homes in 96 of Iowa's 99 counties (*plus* a number of counties in neighboring states). 75% of all retail spending in Iowa is done in the areas you reach with WHO Radio. This remarkable area is WHO's "Iowa PLUS" . . . *America's 14th largest radio market!*

WHO Radio is alert, alive, aggressive! It *belongs* on any list designed to cover as much as the 14 largest radio markets. Ask PGW for all the supporting data. *(Source: SRDS—Oct. 1, 1960)*

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *Representatives*

Focus on Hazel Bishop's tv advertising

IT'S PART OF SEC STOCK REGISTRATION CHARGES

Hazel Bishop Inc., New York cosmetic merchandising and distributing company, which in 1958 launched what was up to then the biggest tv spot campaign in history (BROADCASTING, Sept. 1, 1958), was slated last week for a hearing on the adequacy and accuracy of its registration statement by the Securities & Exchange Commission. From the SEC charges it is expected that its tv spot expenditures and the company's dealings with Television Industries Inc. (formerly C&C Television Corp.) will be brought to bear in the hearing. Television Industries' president is entrepeneur Matthew M. Fox, no stranger to SEC proceedings, who at one time held controlling interest in Hazel Bishop (BROADCASTING, May 19, 1958).

The commission's complaint against HB charges among other things that the statement is false and misleading (1) for including among shares being registered some which had already been sold to the public in violation of the Securities Act for which the company may be liable to any buyers for any losses incurred (2) for the expenditures for advertising (mainly $1,110,619 in tv spot time acquired from Mr. Fox' company) should have been charged as an expense against the $102,258 net profit HB reported for fiscal 1959; (3) failure to disclose the identities of persons who own shares included in the statement, the number of shares held by each and the facts concerning their acquisition.

In 1958 Matthew Fox made an agreement with Raymond Spector, then board chairman of Hazel Bishop, to purchase 542,553 shares of the company's common stock (slightly over 50% of all shares outstanding) and all HB's outstanding 6% convertible debentures for about $3.8 million. In a separate deal, the company agreed to purchase over $1 million worth of tv spot time from Mr. Fox' company. At that time he stated the improved advertising expenditure ratio would "provide for substantial growth" for the company. Mr. Fox had acquired the spot time by bartering his library of RKO feature films to tv stations in exchange for the time.

During fiscal 1959, Hazel Bishop paid $100,000 on account for the time. When sales did not justify the expenditure and company profits did not soar, a new management arrangement was undertaken in which 350,000 shares of common stock and options to buy additional stock were sold to a group of investors for approximately $1.4 million. In connection with this transaction, Hazel Bishop was released from payment of its obligation to Mr. Fox' company for the $1,110,619 in spot tv time. The statement says the company did not make any payment or give any consideration for such release. Mr. Fox' company returned the shares he had bought from Mr. Spector and was reimbursed for all payments it had made. When Hazel Bishop was released from its obligation to Mr. Fox' Television Industries, it gave that company 150,000 shares of common stock.

The SEC proceedings will determine whether a stop order should be issued voiding the effectiveness of the registration statement. The hearing does not halt trading of Hazel Bishop stock, which is listed on the American Stock Exchange. The hearing has been set for Nov. 1.

Station-break practices criticized by Matthews

William E. Matthews, vice president and director of media, Young & Rubicam, last week called for a revision of commercial periods between programs to avoid "a profusion of advertising resented by the viewers and disruptive of good programming." He spoke to the Texas Assn. of Broadcast Executives meeting in Dallas Oct. 26.

Mr. Matthews for some time has been associated with a position that additional time between programs (at station breaks) would permit advertisers time to get across their messages while counteracting charges of "over-commercialization" made against broadcasters. "Meeting the advertising demands . . . in television or providing enough announcement units to secure a profitable revenue . . . in radio, has often taxed the ingenuity of station owners beyond the restraints of conscience," he explained.

FCC rulings and industry codes governing the number of commercials in a broadcast segment are "evaded all too frequently," he charged, noting that "triple spotting at station breaks has become quadruple, and with closing and opening commercials a sequence of five or six announcements are fired at the audience without explanation or apology." He asked for a study of lengths and location of station breaks, finding the 10 and 20-second commercial proximity as confusing competition for attention and destroying the effect of both advertising and programming.

Skelton 'on location'

S. C. Johnson & Son (Johnson's wax products), Racine, Wis., will play host to comedian Red Skelton Nov. 4-8 as a kickoff to the company's 75th anniversary celebration next year. Mr. Skelton will video tape his CBS-TV program in Johnson's research and administration center. The program will be taped Nov. 4 for telecast Dec. 27. The comic will bring his regular cast from Hollywood, plus a 50-man technical crew including cameramen, sound men and lighting experts. Mr. Skelton has been on tv the past seven years for Johnson's wax.

Ayer president suggests 'truth' audit for print

The Audit Bureau of Circulations ought to consider auditing "truth" as well as newspaper and magazine circulations, the president of N. W. Ayer & Son, Philadelphia, has suggested. "Truth in the written and spoken word is the heart and soul of advertising," Warner Shelly told the Audit Bureau of Circulations meeting Oct. 20 in New York. The A.B.C. has "established methods for giving us assurance of truth," the agency president said, and "one of our industry's greatest needs today is for assurance of truth in advertising messages."

An A.B.C. spokesman said later there was little chance the bureau would go beyond its circulation auditing function, but that it could serve as a model for a truth-auditing organization.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Oct. 20-26 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington, D. C.

Date	Program and Time	Network	Rating
Thur., Oct. 20	**Untouchables** (9:30 p.m.)	ABC-TV	27.0
Fri., Oct. 21	**Nixon-Kennedy** (10 p.m.)	all networks	42.0
	77 Sunset Strip (9 p.m.)	ABC-TV	22.4
Sat., Oct. 22	**Gunsmoke** (10 p.m.)	CBS-TV	27.8
Sun., Oct. 23	**Candid Camera** (10 p.m.)	CBS-TV	25.6
Mon., Oct. 24	**The Right Man** (8:30 p.m.)	CBS-TV	20.5
Tue., Oct. 25	**Garry Moore** (10 p.m.)	CBS-TV	25.5
Wed., Oct. 26	**Wagon Train** (7:30 p.m.)	NBC-TV	26.9

Copyright 1960 American Research Bureau

AS FAST AS IT'S FACT...

It took weeks to find a time when this busy crew could be assembled for this picture. Shown are the eight men, the two news cars, and the remote truck—*all* in the news department of WHIO and WHIO-TV.

Four and one-half hours of news is the daily average of WHIO and WHIO-TV as these stations meet their obligations to keep listeners and viewers fully and factually informed about local, national, international, and space news. Shown are the men and equipment used daily—the men, highly trained and experienced—the equipment, the most modern obtainable. Together, they have accustomed the big Dayton market (3rd in Ohio) to tune to WHIO when they want to hear the news, and to turn to WHIO-TV when they want to see the news. All the news—skillfully, truthfully, and objectively reported.

For further news about these stations, and their stature in the rich market they cover—ask George P. Hollingbery.

Aloft at traffic-heavy morning and evening hours, the WHIO AIR SCOUT, manned by an off-duty police traffic sergeant, keeps motorists informed, and expedites the flow of traffic at these vital times.

AM 1290 KC **WHIO** FM 99.1 MC

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte, North Carolina

WHIO-TV CBS Channel 7 Dayton Ohio

SEAL OF GOOD PRACTICE

Business briefly . . .

Montgomery Ward & Co., Chicago, has completed shooting 45-second live-action spot commercials at Fred A. Niles Productions, that city for placement in tv markets sometime next spring. The spots will be used initially at boat and motor shows during December and January, promoting Ward's Sea King boats and motors. Later, store managers throughout the country will buy time on local stations for the films, providing for 15-second local inserts. Business will be placed direct by dealers.

Texaco Inc., N.Y., sponsor of NBC-TV's *Texaco Huntley-Brinkley Report* since June 29, 1959, renewed full sponsorship of the Monday-through-Friday news program to the end of 1961. Agency: Cunningham & Walsh Inc., N.Y.

Revlon Inc., N.Y., will sponsor NBC-TV's two-hour colorcast of *Peter Pan,* starring Mary Martin, on Dec. 8 (Thur. 7:30-9:30 p.m. EST). The James M. Barrie classic was previously telecast by NBC-TV in 1955 and 1956. Most of Miss Martin's original *Peter Pan* company will be re-assembled for the third viewing, which will be taped. Cyril Ritchard stars as Captain Hook in the Richard Halliday-Edwin Lester production. Agency: Grey Adv., N.Y.

General Sportcraft Co., Bergenfield, N.J., "Orient" game, plans to enter six markets for pre-Christmas campaigns on radio with live commercials by radio personalities. WOR New York launched the drive Oct. 29. Other markets for "Orient," which is described as a combination of chess, checkers and tick-tack-toe ($4.95), are Chicago, Milwaukee, Los Angeles, San Francisco and Dallas. Orders are being placed by General Sportcraft.

Adam Hats Inc., N. Y., launches a pre-Christmas network television drive tonight (Oct. 31) on the *Jack Paar Show* over NBC-TV. Commercials, scheduled on a weekly basis were prepared by Mogul, Williams & Saylor, N. Y.

Monarch Wine Co., Brooklyn, N. Y., this week launches an 80-market broadcast campaign with emphasis on the visual. Copy sells product quality and wine sociability. The schedules run until Dec. 23, mostly minutes at a heavy rate, breaking on varying dates up to Nov. 15. All commercials feature a new "mellow-mood" jingle, "time for wine," ending on this year's ad theme, "the pleasure is all wine." Changing this year's emphasis from radio to tv, Manischewitz also is trying another new tack, supporting the broadcast campaign with four-color Sunday supplements in three markets. Agency: Grant Adv., N. Y.

Pabst Brewing Co., Milwaukee, has bought co-sponsorship of the "Triple Crown" series of horse racing events on CBS-TV in 1961. Anticipated dates are May 6 or 13 for the Kentucky Derby, May 20 for the Preakness and June 10 or 17 for the Belmont Stakes. Pabst currently co-sponsors American Football League telecasts on ABC-TV. The account is handled by Kenyon & Eckhardt, Chicago.

American Tobacco Co., N. Y., will sponsor *Remember How Great* on NBC-TV, Feb. 9, 8:30-9:30 p.m. (EST). The musical-variety revue will feature all-time hit songs, appearances of recording stars and Jack Benny as the host. Agency: BBDO, N. Y.

FSR International formed

International marketing and advertising services of Fuller & Smith & Ross Inc., New York, will be handled through a newly-formed unit of the agency effective Jan. 1, 1961. The formal establishment of FSR International, which will offer expanded services for the agency's clients via 71 affiliated agencies in 58 countries, was announced last week by Robert E. Allen, president of F&S&R. FSR International will be a service division responsible for supervision of and communication with the affiliates.

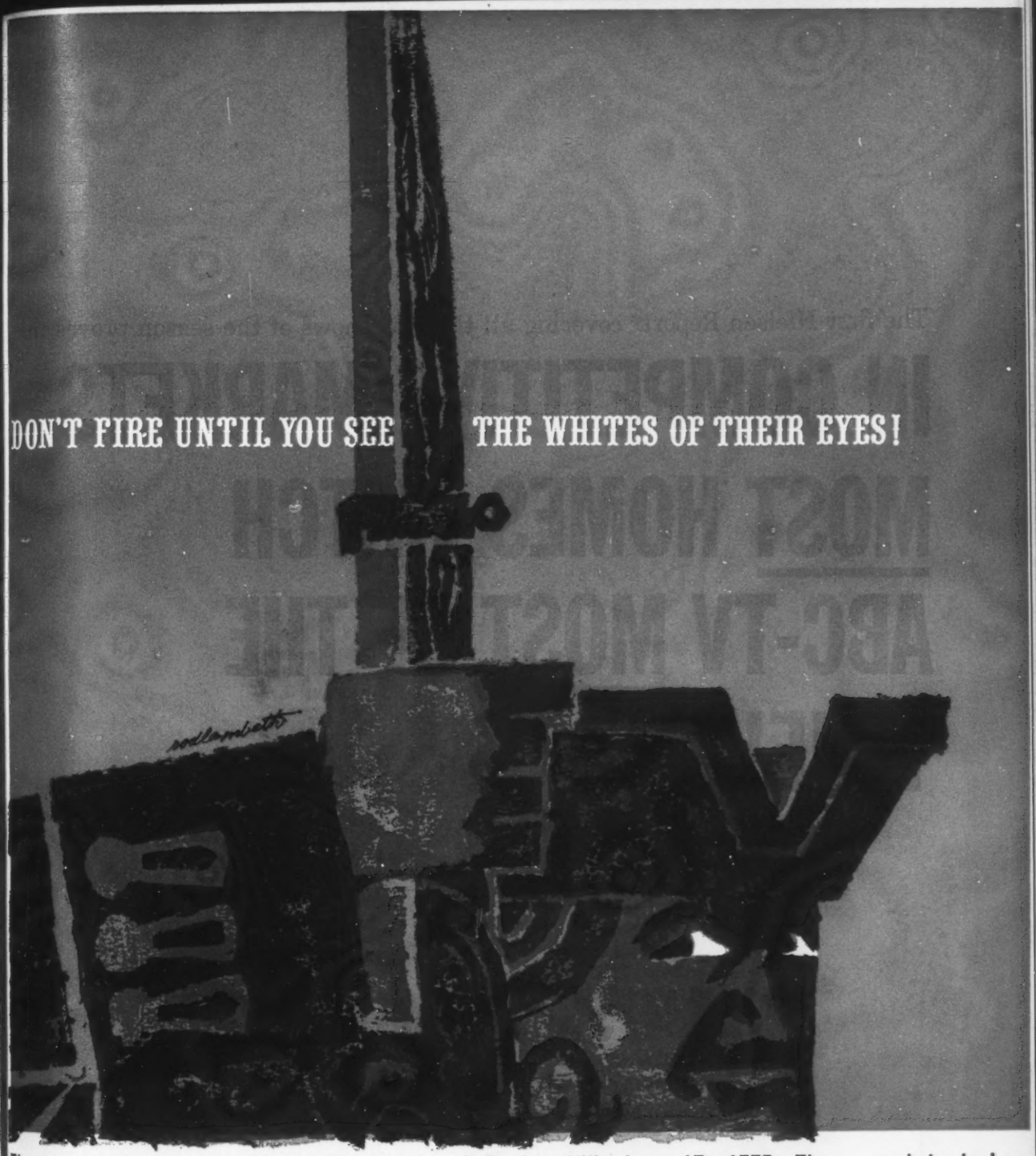
How tv turns on the heat for furnace sales

Stoking up sales to a new fever reading through use of local television, a dealer in furnaces and appliances in Traverse City, Mich., reports that if his advertising is off tv, even for a couple of weeks, he can see the dip in sales right away.

George LaRoche, sales manager of Harry's Service Center, dealer for Iron Fireman Mfg. Co., Cleveland, has concentrated on tv as the best means to demonstrate the Custom Mark II residential and commercial oil furnace. The center sponsors a half-hour weekly wrestling program on WPBN-TV Traverse City and WTOM-TV Cheboygan, both Michigan. The spots are written and delivered by Harry Domine, owner-operator of the dealership, who demonstrates the cleanliness of the furnace's operation (wiping the surfaces with a white glove which remains spotless), uses detailed charts to explain how the furnace works and then shows how easy it is to operate the furnace. Mr. Domine has had no professional announcing training, but discusses the product's qualities with a straightforward, folksy manner which, judging from the increased sales, must be highly effective.

Harry Domine, Iron Fireman dealer in Traverse City, Mich., demonstrates the efficiency of the Custom Mark II furnace on a tv commercial. Mr. Domine plunges his white glove into the flue and brings it out spotless while the furnace operates. The reflector above the furnace shows it in operation for the benefit of tv viewers.

Harry's Service Center uses other advertising media—print, fairs, home and flower shows and a five-minute newscast on local radio. But the big push for the Mark II is made on tv. Mr. LaRoche says customers from as far as 150 miles from Traverse City have requested further information and that contractors say people are demanding that Mark II furnaces be installed in their homes. Mr. LaRoche gives the credit to tv. Iron Fireman, the Mark II's manufacturer, said it also is much impressed with the accelerated sales in this local dealership.



Those were Putnam's words at the battle of Bunker Hill, June 17, 1775. Those muskets had a message for the British . . . and it was a message that got through! We think there's a lesson here. First, aim your fire and then get the best dispatcher you know to carry it, be it muskets or a radio station. Balaban Stations are famous for carrying messages direct to the buyer. On a Balaban Station, your message rides on top-flight programming, strong, popular personalities and keen selling "know-how". Day in, day out, the message gets through with Balaban – couriers par excellence.

THE BALABAN STATIONS in tempo with the times. John F. Box, Jr., Managing Director

WIL-ST. LOUIS WRIT-MILWAUKEE / KBOX-DALLAS

Sold Nationally by Robert E. Eastman & Co., Inc.

The first Nielsen Report* covering all the new shows of the season proves this:

IN COMPETITIVE MARKETS MOST HOMES WATCH ABC-TV MOST OF THE TIME!

THESE SHOWS ALL HAVE IT:

Here's a list worth looking at. It's a list of favorite shows, all broadcast on ABC-TV and all placing first in their time periods. Six of them are brand new: Bell & Howell Close-Up!, Bugs Bunny, Flintstones, The Law & Mr. Jones, My Three Sons, SurfSide 6. One is new on ABC: Peter Gunn. And eleven are established winners: Cheyenne, Hawaiian Eye, Lawman, Maverick, Real McCoys, Rebel, Rifleman, Robert Taylor's Detectives, 77 Sunset Strip, Untouchables, Walt Disney Presents. What pleases us most about these shows is that they please the viewers. And, we trust, the sponsors, too.

THIS SHOWS THEY HAVE IT:

	SHARE OF AUDIENCE	RATING	HALF HOUR FIRSTS
ABC-TV	**33.7**	**19.2**	**25**
NET Y	30.8	17.6	18
NET Z	27.3	15.6	6

*Source: Nielsen 24-Market TV Report covering all commercially sponsored evening programs, week ending October 16, 1960. Sunday, 6:30 to 11 PM, Monday-Saturday, 7:30 to 11 PM.

ABC TELEVISION

The agency demand for merchandising

TIMEBUYER SURVEY SHOWS HOW IT FIGURES IN THEIR PLACEMENTS

Station mechandising is a valuable advertising support that frequently figures (and sometimes predominates) in a timebuyer's selection of stations for his client's campaigns. Smaller agencies look for it more often than the bigger ones, and they find it more often in radio than in television. Big or small, they think stations would be smart to put a full-time merchandising specialist on staff.

These views are not unanimously held, but they represent majority opinions in a timebuyer study being released today (Oct. 31) by NBC Spot Sales. The seventh in a continuing series of questionnaire surveys of the "NBC Spot Sales Timebuyer Opinion Panel," the study brought replies from 200 buyers in agencies throughout the U.S. Some 62% of the respondents are with agencies billing more than $1 million a year; 38% are with agencies billing less than that. Here are highlights:

▪ Three out of four buyers from smaller (under $1 million) agencies said they "always" or "frequently" consider merchandising when picking stations for a spot schedule. Among larger agencies, three out of five buyers do.

▪ Almost two out of five panelists said that at one time or another they have given merchandising priority over audience in buying radio time. One out of five said they had put merchandising ahead of audience in buying television.

▪ Almost three out of five thought stations would be justified in asking an advertiser to share the cost of an "exceptional" merchandising campaign. Half that number thought the advertiser should pay nothing.

▪ In-store displays were by far the merchandising form most favored by the panelists. Runners-up: Trade calls and trade mailings.

▪ Panelists agreed that radio stations offer "considerably more" merchandising assistance than tv stations do. The majority did not think that merchandising is increasing in television; almost half thought it is increasing in radio.

▪ Slightly more than half said radio stations do an adequate job of letting agencies know about their merchandising assistance; slightly less than half said television stations keep them adequately informed. The information that agencies do receive is passed along, nine times out of ten, to the agencies clients and/or account executives.

▪ Almost four out of five thought a station would gain by hiring a full-time merchandising specialist to make trade calls—but two out of five definitely would not want that specialist to contact their clients direct (about half would not obect to direct contact).

"Dilemma" ▪ In releasing the study, Richard H. Close, vice president in charge of NBC Spot Sales, called merchandising "a dilemma for both the broadcaster and the buyer." He said:

"It is [a dilemma] for the broadcaster because he is in competition for ad-

Some comment from influential buyers

Next to a signed contract, there are few things that radio and television time salesmen like better than to know what influential agency people think about specific station projects and policies. Here is what some key figures in agencies across the country think about merchandising by stations, as quoted by NBC Spot Sales in its survey report on that subject (see story above):

▪ Paul G. Gumbinner, vp and radio-tv director, L. C. Gumbinner Adv., New York: "When the merchandising help winds up as ordinary, conventional mailings, or omnibus calls designed to sell the station rather than the campaign, it hasn't much value—though it's better than nothing. But even conventional approaches (postcards or bulletins) should be fresh and attractive. . . . Recipients of this merchandising are bombarded with a lot of it, and are impressed only by the outstanding stuff."

▪ Arthur S. Pardoll, associate media director, Foote, Cone & Belding, New York: "With few exceptions broadcast merchandising does not involve strong support. Usually it consists of mailings and few calls upon local retail outlets. . . . The function of media is to provide a channel of communication for an advertiser at the most reasonable cost and under the most favorable conditions. Many stations are prone to stress merchandising services at the expense of media values."

▪ Sam B. Vitt, vp and associate media director, Doherty, Clifford, Steers & Shenfield, New York: "It is our opinion that almost all broadcast merchandising support has some desirable effect upon a product's success. It would seem to be in a station's best interest to concentrate its efforts more sharply in two principal areas. The first and most important would be that of merchandising itself to its immediate market. The second area would be in concentrating in activities which advertisers have found to be of greatest value to them. This would mean, for example, more in-store displays as opposed to more jumbo postcards. It would also mean, let me quickly add, more problems for the station unless it was exceptionally careful in its handling of the program."

▪ Don Heller, timebuyer, N. W. Ayer & Son, Philadelphia: "This type of service falls into the category of a little effort going a long way. I know of specific cases where stations have endeared themselves to an account's advertising manager because they took the time to make personal dealer and/or broker contacts and reported their efforts. Certainly this costs very little in terms of out-of-pocket expense [but] it lets the client know that local media are really concerned with his advertising efforts. Some stations adopt the smug attitude that they are selling advertising and being paid only to deliver audience. This makes as much sense to me as an advertising agency insisting that it will only prepare an account's creative work and place the business."

▪ Jeremy D. Sprague, media supervisor, Cunningham & Walsh, New York: "The most effective merchandising is that which relates the consumer to the dealer. Next in value is that which convinces the dealer that he is getting strong advertising support. Much of what is called merchandising is merely station promotion in disguise. Although this can help build audiences for programs, it is of little help in a spot buy."

▪ David J. McDonald, account executive, Erwin Wasey, Ruthrauff & Ryan, San Francisco: "I do not believe that any advertising medium

vertising dollars with other media, all of whom use merchandising as one weapon to help create sales for advertisers. And merchandising, properly executed, can certainly help in this respect. The dilemma arises, I believe, in determining how much merchandising support a station can provide and still make a reasonable profit. On the other hand, the buyer is caught in a dilemma because he must equate merchandising support with advertising value—and these two factors change with each of his clients."

Mr. Close expressed hope that the study "will help both buyer and seller to better understand the problems common to both groups." He cautioned against construing the results as representative of the opinions of everybody engaged in buying time, but said they "do offer an interesting reflection of current opinions among a very important and articulate section of the time-buying fraternity."

Opinions in Conflict ▪ Individually, panelists offered widely divergent views of station merchandising: It is helpful, it is not necessarily helpful, it is a form of rate cutting, it is useless to the station, it is more useful to the station than to the advertiser—and so on (see separate story across spread below).

Although smaller agencies showed greater interest in merchandising that larger ones, more merchandising success stories came from large-agency panelists (67%) than from small (60%). Some buyers reported product sales gains up to 30% with merchandising support. The importance of merchandising in terms of its impression on dealers and customers, also was noted.

The NBC report concluded that merchandising is "a far greater factor in radio than in television," judging from answers to the following question: "In order to increase distribution (or for any reason) have you ever bought on the basis of merchandising first, audience second?" The answers:

	All agencies	Big agencies*	Small agencies*
Radio			
Yes	38%	40%	35%
No	61%	60%	63%
No opinion	1%	....	2%
Television			
Yes	19%	19%	21%
No	80%	81%	77%
No opinion	1%	....	2%

*In this table and tables below "Big Agencies" are those billing more than $1 million and year and "Small Agencies" are those billing less.

Costs ▪ Not many panelists thought advertisers should be asked to pay the full cost of station merchandising, but more than half thought the cost might be shared by the advertiser for "exceptional and costly" services:

	All agencies	Big agencies	Small agencies
Pay at cost	10%	10%	9%
Share cost	57	52	66
Neither	29	35	21
No opinion	4	3	4

Radio vs. Tv ▪ Two-thirds of the panelists in both agency size groups agreed that radio stations offer considerably more merchandising aid than television stations—probably, the report pointed out, because there are many more radio stations in each market and thus much more competition in radio. NBC cited this comment by Edward Papasian, radio-tv media director of Gray & Rogers, Philadelphia, as expressing the panel's feeling on the relative merits of radio and television merchandising:

"On the whole, radio does a good job of merchandising. Also, I believe that radio stations are right in asking for contracts of 13 weeks or more in order to give the merchandising a chance to

—radio, tv, newspaper or magazine —should provide merchandising services on the basis currently being offered. The reality of merchandising services in most cases is that they are in effect a form of rate cutting. I think it is fine for a station to offer merchandising in local markets; this augments not only the agency's facilities but the advertiser's promotional facilities as well. However, these services should be offered on a flat fee basis and not as a bonus on a purchase of time or space."

▪ Max Tendrich, executive vp, Weiss & Geller, New York: "We subscribe to the theory that if you don't ask, you don't get. We find that many advertisers do not take the trouble to work with individual station managers. Those who do, get the advantages. Stations should be more active in volunteering certain merchandising services."

▪ Robert J. Smith, media supervisor, W. B. Doner Co., Chicago: "Merchandising can be an effective aid to any campaign if it is done properly. By 'properly' I mean well thought out as to the advertiser's needs, as opposed to just a bunch of material thrown together to make the station look as though it is really going to do spectacular things for the client."

▪ Paul E. Morgan, vp and general manager, Campbell-Mithun, Los Angeles: "We know from experience that the best merchandising assistance is obtained from a three-way meeting of client, station and agency in which the client explains his goals and problems in the market. It never fails that the station will create merchandising solutions, or tell us that they haven't the answer."

▪ Aubrey Williams, president, Aubrey Williams Adv., New Orleans: "Just as agencies are doing more and more merchandising, stations will be forced into more and more of it. As a matter of fact, in markets where stations can trade spots for preferred display positions (and there are many such markets) I believe you'll find the stations in favor of merchandising. After all, it gets their call letters in front of extra thousands just as it gets the client's product there. The stations may even benefit more than the advertiser because just about everybody sees their displays, whereas not everybody buys the product displayed."

▪ Hilly Sandeas, vp, Honig-Cooper & Harrington, Los Angeles: "A well-planned merchandising program can mean additional business for the client which, in major markets, can sometimes assume carload proportions. In addition it may, under certain conditions, afford *entré* to retailers which would not normally exist."

▪ E. Clay Scofield, vp, Liller, Neal & Battle, Atlanta: ". . . Too many stations promise the moon and deliver only a small piece of cheese. We buy advertising on the ground of coverage, penetration and influence of the medium in the market. Merchandising is a plus. If stations are not going to follow through, they should not offer the extra merchandising in the first place. In most cases it would not affect our decision to buy."

▪ Larry Hoge, media director, Doremus & Co., San Francisco: "Biggest problem is that merchandising is becoming a real expense to stations in competitive markets. Station managers, reps or such do not bring up merchandising in pitches; but later the timebuyer is in trouble if he finds a competitor was given a merchandising budget—especially if the competitor had a smaller budget. Stations could use a full-time merchandising man primarily for new ideas, investigating better ways to merchandise. Too much of it is done without thinking—sort of a 'me too' approach, or 'whatever the other station comes up with, we'll come up with the same.' "

work. Tv on the other hand has been lax in not giving enough in the past. We hope the situation changes in the future."

Trends ▪ More buyers were inclined to feel that merchandising is increasing in radio than in television, as shown in the following table:

	All agencies	Big agencies	Small agencies
Radio			
Increasing	46%	47%	45%
Decreasing	12	13	11
Remaining same	38	38	38
No opinion	4	2	6
Television			
Increasing	30%	30%	30%
Decreasing	16	20	10
Remaining same	48	47	48
No opinion	6	3	12

Letting Agencies Know ▪ The report speculated that one reason so many panelists did not think merchandising is increasing is that many stations do not take pains to let agencies know what assistance they do offer. This conclusion was based on the following table summarizing answers to the question: "On the whole, do you feel that stations do an adequate job of reporting merchandising assistance to you?"

	All agencies	Big agencies	Small agencies
Radio			
Yes	56%	55%	57%
No	43	43	43
No opinion	1	2	....
Television			
Yes	46%	49%	42%
No	52	50	56
No opinion	2	1	2

Singing champions

A pair of 1960's World Series champions, with musical talents besides, appear in a new singing commercial prepared for Miles Labs' One-A-Day vitamins, which will be seen on ABC-TV's *Fight of the Week* series (Sat. 10 p.m. EST), beginning Nov. 5. Catcher Hal Smith and pitcher Elroy Face of the Pittsburgh Pirates sing hillbilly style in the commercial, which marks the first time Miles has used personalities to advertise its products. The idea was developed by Wade Adv., Chicago. Durwood Kirby, regular commercial announcer for Miles on the fights, introduces the guitar-plucking singers in the commercial. Messrs. Smith and Face formed an act at the close of the World Series this month. They were hired for the Miles commercial after their opening five-day stint at a Pittsburgh night club.

Routing Reports ▪ When stations do submit merchandising reports, at least nine times out of ten the reports reach the people that the stations presumably want to impress: 91% of the buyers said they turn the reports over to clients; 98% pass them on to account executives.

Minimum Requirements ▪ Seven out of ten buyers reported that stations—both radio and tv—do make it clear to them "what the minimum expenditure or requirements are before they will offer merchandising support." One out of four said stations do not. "This," the report observed, "certainly is an area which can cause much grief for both buyer and seller." The answers varied as between large and small agencies, as shown in the following table:

	All agencies	Big agencies	Small agencies
Requirements Clear:			
Radio			
Yes	70%	76%	62%
No	26	22	32
No opinion	4	2	6
Television			
Yes	70%	72%	67%
No	25	24	27
No opinion	5	4	6

Staff Specialist ▪ Despite divergent views on the benefits of merchandising generally, as revealed in individual comments, buyers voted heavily in favor of stations having merchandising specialists on staff. Almost eight out of ten (78%) checked "yes" to a question asking whether they would "recommend that stations employ a full-time merchandising man (contacting brokers, distributors, dealers)." When asked whether they would "object if he [stational specialist] contacted your client with regard to a schedule," only about five out of ten (55%) said they would not object. Four out of (43%) definitely would object.

AT&T engineers forsee new instant rating plan

Instant ratings using existing telephone wires and the Bell System Data-Phone are a possibility envisioned by AT&T engineers as horizons of the data transmission system expand. The idea was mentioned by Robert F. Landry, assistant vice president of AT&T, at a conference announcing Data-Phone installation by the Hardware Mutuals-Sentry Life insurance group in New York last week.

Equipment for Data-Phone rating doesn't exist. It would require an adaptation of the device that transmits machine "talk" to telephone lines. The Data-Phone adaptation would be a meter attached to television or radio receivers in the home.

Since its introduction two years ago Data-Phone has been adapted to needs of several hundred different customers, Mr. Landry said, including airline traffic bookkeeping and "teleticketing," bank branch reports and central computer service for factories. For the future, Mr. Landry sees, besides automatic ratings, possibilities of Data-Phone shopping, paying, billing, utility metering, alarm systems and other "blue-sky" possibilities offered by Bell in an effort to anticipate needs of industry and consumers.

The instantaneous systems employed in a few markets now by American Research Bureau and A. C. Nielsen Co. require special wiring in addition to the set meters and receiving machines.

AN 'ADVERTISING YEAR'

AFA-AAW map plans for public relations push

They don't have a name yet for "advertising year," but there is a theme: "Advertising is a Growth Ingredient." This will be central to what is shaping up as a major public relations project by the Advertising Federation of America and the Advertising Assn. of the West.

The slogan was picked last week by the AFA-AAW Advertising Week committee from recommendations by McCann-Erickson, task-force agency for both "week" and "year." The symbol will be three arrows racing in a circle, labeled Advertising, Mass Demand and Mass Production.

In a separate announcement earlier in the week, the AFA said the annual mid-winter Washington conference would take a "bold, positive approach" to answer critics of advertising. Thus the Feb. 1 conference fits into the larger public relations picture as the opening of a one-two-three attack. Advertising Week follows Feb. 5-11 and the "year" then is inaugurated to drive the point home.

Arthur C. Fatt, president of Grey Advertising and chairman of the Washington conference, said the program would cover these areas:

▪ What are we up against? A study of the attackers of advertising and an analysis of why they are attacking.

▪ Advertising's contributions to our society. The committee has suggested these subjects: "Is private initiative at war with public welfare?" "The pace makers—America's great new middle class," "Needed — closer rapport between government and business"; "The American philosophy of growth," and "How abundance promotes culture."

▪ A call to action. Specific examples by AFA and other groups and a comprehensive new plan.

AFA President C. James Proud, commenting on the third Capital conference, referred to a subject high on

Selectivity

ONLY KTVU OFFERS ADVERTISERS SUCH WIDE

Selectivity

IN THE SAN FRANCISCO · · OAKLAND MARKET:

PROGRAMS · · KTVU offers an excellent choice of programs of all types . . . syndicated, local live, sports.

TIMES · · KTVU offers the widest variety of time availabilities in all time classifications, including the prime evening hours.

AUDIENCE · · KTVU offers an audience to match the selling message. Select from family group, adult or children viewing audiences.

PLANS · · KTVU offers a complete choice of plan rates in all time classifications . . . minutes, twenties and ID's combine for plan rates.

DISCOUNTS · · KTVU offers San Francisco's greatest choice of discounts, including the only 13 and 26 week discount schedules in prime time.

Contact
H-R TELEVISION, INC.
or

KTVU
channel 2
San Francisco • Oakland

represented by H-R Television, Inc.
AN NAB CODE STATION

WQMR is Washington's Quality Music Radio

WQMR is Washington's Government News Radio

WQMR

Dial 1050

. . . influencing the 1st million listeners in the Washington area—both in government and private business.

Contact
General Manager
Ed Winton
Wisconsin Building
Washington 16, D.C.
WHitehall 6-1050
or your Headley-Reed representative.

The CONNIE B. GAY Broadcasting Corporation

the adman's worry list when he said, "Never has it been more important to stress America's priceless opportunity for freedom of choice, a freedom which is epitomized by advertising itself. To tax or restrict such an indispensable tool as advertising would be sheer insanity on the part of our government officials—whichever party is in power after November—and the federation's mid-winter conference will leave no doubt in governmental minds as to where advertising stands on this issue."

Committeemen working now on conference details are Max Banzhaf, advertising director of Armstrong Cork Co.; Ralston H. Coffin, advertising vice president, RCA; Barton A. Cummings, president, Compton Adv.; Fred H. Dettmar, public relations manager, Dayton Power & Light Co.; Albert N. Halverstadt, advertising manager, Procter & Gamble Co.; Gov. Arthur Langlie, publisher, McCall Corp.; Robert H. Marriottan, vice president, Climalene Co., and Donald H. McGannon, president, Westinghouse Broadcasting Co.

What-You-Call-It ▪ The Ad Week committee expects to have a name for its year-long effort by the end of this week. Meanwhile copy is being developed around the "growth" motif and exploitation is being worked out. In their determination to put the message over, planners are thinking of passing the hat around the trade in order to provide all copy materials free to media, who heretofore have had to defray production costs themselves in addition to giving time and space for Ad Week messages.

The continuing project will be aimed at schools, labor, business, general-consumer and all the "publics," including foreign-languages publics. The AFA-AAW will make use of all p.r. techniques.

Emerson Foote, president of McCann-Erickson Adv. (USA), is national plans chairman and George W. Head, advertising manager of National Cash Register Co., chairman of the Advertising Week committee. Author of the Slogan, "Advertising is a Growth Ingredient," is Alton H. Ketchum, McCann-Erickson vice president, who was active in the "Confidence in a Growing America" campaign for the Advertising Council with McCann and Grey Adv. as volunteer agencies.

Rep appointments...

▪ KTVE (TV) El Dorado, Ark.—Monroe, La.: The Bolling Co.

▪ KICO Calexico, Calif: Sandeburg-Gates Co.

▪ KNBS-TV Walla Walla, Wash.: Venard, Rintoul & McConnell.

Wade-Kastor merge; to bill $27 million

Broadcast-oriented Wade Adv. will combine shop with H. W. Kastor & Son in Chicago effective Dec. 1, boosting its overall billings to nearly $27 million.

Part or all of Kastor's accounts (International Milling Co., Campana Sales, Fannie May Candy, others) are expected to shift to Wade, along with about 26 employes. Wade currently handles Miles Labs, Toni's Deep Magic, Dot Records, Unexcelled Chemical Corp., Zurich-American Insurance, Mohawk Petroleum and other products. Kastor has been billing approximately $3 million.

Mr. Harms

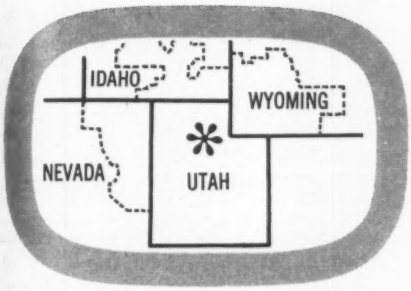
As part of the consolidation, Marvin Harms, Kastor president, joins Wade as senior vp. Other shifts from Kastor include John T. Urice as vp, Ashley Belbin as vp and creative director, and James West, W. O. Yocum and Dean Snow as vps. Mr. West has been vp and radio-tv director at Kastor.

Advertising credited for Rambler success

An American Motors Corp. spokesman last week gave credit to advertising for its major role in raising the Rambler compact car to third place in new car sales—from 104,000 units sold to 1957 to 435,000 sales in 1960—and added that "the Rambler firm is spending a record amount in all media in 1961."

Rambler has also moved up from 21st place in 1958 to third place in 1960 in the rankings of all types of product names advertised in newspapers, Fred W. Adams, automotive sales manager of AMC, said at the second annual National Newspaper Advertising Seminar in New York Thursday (Oct. 27). "But we have not overlooked the importance of all media," Mr. Adams said, referring to American Motors' heavy use of magazines, network radio and television. He pointed out, for example, American Motors now is marking its fifth anniversary as a sponsor of NBC Radio's *Monitor* newscasts each weekend, and said that spot tv commercials are running on 125 stations in leading markets.

The seminar on newspaper advertising is held by the American Newspaper Publishers Assn. in conjunction with the Assn. of National Advertisers and the American Assn. of Advertising Agencies.



The major selling force in the four-state empire of the Mountain West...

KSL TV

CBS TELEVISION

SALT LAKE CITY
CHANNEL
5

appoints

BLAIR TELEVISION ASSOCIATES

as national representative
effective November 9, 1960

Top 25 spent more on advertising in 1959

BUT THERE WAS DECLINE IN RATIO TO TOTAL REVENUE

Though the 25 top advertisers among companies listed on the New York Stock Exchange spent more to advertise in 1959 than in 1958, the relationship of ad outlays to total sales or revenues for the 25 firms shows a decline.

An analysis released last week by the stock exchange's official magazine found the budgets represented a smaller proportion of total sales or revenues than in the previous year (2.8% in 1959 against 2.9% in 1958). The ratio of advertising spending to net income was smaller for the 25 companies, 33.2% in 1959 compared to 40.2% the year before; to common dividend payments, the figures were 55.7% in 1959 and 56.3% in 1958.

In the aggregate, the 25 largest advertisers listed on the exchange boosted their national advertising budget by nearly 10%: from $1.216 million in 1958 to last year's $1.332 million.

Kellogg Co., which increased its national advertising budget nearly 23%, showed this increased proportion of sales or revenues spent on national advertising: 10.9% in 1958 to 12.2%. Bristol-Myers Co. also had a near 23% increase in advertising, its proportion of sales or revenues spent on national advertising showing a slight increase, from 27.2% in 1958 to 28.9% in 1959.

Procter & Gamble, television's No. 1 advertiser, spent 12.7% more in advertising. Its proportion of sales or revenues to national advertising remained equal, 8.5% in each year, but its ratio of national advertising spending to net income declined from 141.9% in 1958 to 125.4% in 1959.

Smallest "proportion" percentage was recorded by American Telephone & Telegraph (14.6% increase in advertising budget): an 0.4% proportion of sales or revenues to advertising in both years, and 2.5% ratio of ad spending to net income in both years.

The exchange's analysis was based on estimated total expenditures for national advertising in 1959 prepared and printed in *Advertising Age*. The study found Bristol-Myers to have the highest proportion of sales or revenues spent on national advertising. In the ratio of advertising spending to net income, E. I. duPont de Nemours, which increased 10.7% in its ad budgeting, had the highest percentage (418.7). DuPont, however, showed a 1.6% proportion of sales or revenues spent on national advertising in both years. Top advertiser General Motors (12.7% increase) had a 1.4% proportion of sales-revenues spent on national advertising with a ratio decrease from 21.7% in 1958 to 17.8% in 1959.

Also in advertising...

New ad agency ▪ New Los Angeles advertising agency, Guerin, Johnstone, Gage Inc., has been formed by a merger of two former L.A. agencies—Gage/Booth & West and Guerin, Johnstone, Jeffries Inc. Paul Guerin is president of the new agency; Raymond B. Gage is vice president and Jack Johnstone is secretary and treasurer. The staff comprises all members of both prior agencies. Its headquarters are at 1900 Beverly Blvd., L.A., 57. Telephone is Dunkirk 7-5451.

Merger planned ▪ The Condon Co., Tacoma, Wash., advertising agency, has announced it will become a division of Cole & Weber Inc., Portland, Seattle, Tacoma, effective Feb. 1, 1961. Until that time it will continue to service clients from headquarters in the Perkins Bldg. On the effective date of the merger, the combined organization will occupy enlarged offices in that building.

Combined forces ▪ Hunter & Staples, Sacramento advertising agency, and Kae/Alger Adv., L. A., have joined in a reciprocal agreement where each agency will service the other's accounts in its respective region. Agency principals emphasized that each agency will remain autonomous with no change in personnel or policy.

700 volumes ▪ The Advertising Federation of America-Advertising Club of New York Reference Library, located in AFA's new offices at 655 Madison Ave., N. Y., was dedicated Oct. 21. The library of more than 700 books on advertising and marketing will be maintained by the AFA's Bureau of Education and Research, with Miss Mae Keenan, assistant director of the bureau, as librarian.

JWT's 37th ▪ J. Walter Thompson's 37th office outside the continental U. S. has been opened in Vienna. Manager is Jens von Leutzendorf. Address is J. Walter Thompson G. m. b. H., Niederlassung fur Osterreich, Borse, Wien 1, Austria.

Affiliation agreement ▪ Brown & Rowland, N. Y., has signed an agreement with Parker Adv. & Public Relations Inc., Saginaw, Mich., under which the Michigan firm will be midwestern representative for the New York public relations agency. Parker personnel will serve as liaison and handle regional publicity in Michigan and Ohio for B&R's national accounts.

On the move ▪ Dunwoodie Assoc., N. Y., has moved to larger quarters at 292 Madison Ave., Suite 1202, according to Sy Richman, company vice president. New telephone is Oregon 9-2488.

Direct mail award ▪ A direct mail advertising piece, reporting the results of a survey conducted for WRVA Richmond, Va., won a first-place award in the National Direct Mail Advertising Assn.'s contest for Richard Kline & Co., that city. The piece featured blue chips and a poker motif and was sent to 1,000 agencies and national advertisers.

Is beer overtaking the martini?

A beer advertiser and its agency doused the widely-held conception that admen are known by the martinis they consume. There's evidence now to prove otherwise. Beer drinking has tapped a goodly share of the ad fraternity, according to a survey released by The Wexton Co., New York, in behalf of its Carlsberg beer account.

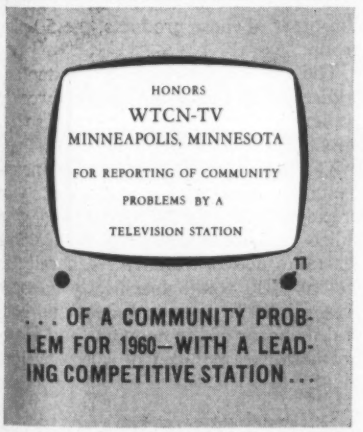
More than 45% of the admen answering the Carlsberg survey, covering presidents of over 50 top ad agencies and executives of some 200 U.S. agencies, "regularly drink beer with lunch." Better than 50% reported drinking beer with dinner, it goes on. Over one-fourth of the lunchtime beer drinkers consume the beverage three or more times weekly. There's hardly an hour of the day or any occasion when at least a few admen don't hoist the hops.

Cooking with beer is practiced by 16% of the admen or their wives (among the suggestions was "shrimp boiled in beer instead of water and add spices to suit"). A hefty 93% drink beer "sometimes" alone or in company, which ranks admen with the Master Quaffers throughout history, Wexton claims.

Physical exertion also results in heavier beer consumption, with a substantial 62% having a beer after an hour of their favorite sport—to which Wexton added a discreet "no comment."

Parker Pen drops Tatham-Laird

Parker Pen Co., Janesville, Wis., has announced withdrawal of its $3 million account from Tatham-Laird, Chicago, effective Feb. 28, 1961, after five years. Separation was attributed by the company to "basic differences in philosophy."


HONORS
WTCN-TV
MINNEAPOLIS, MINNESOTA
FOR REPORTING OF COMMUNITY PROBLEMS BY A TELEVISION STATION
. . . OF A COMMUNITY PROBLEM FOR 1960—WITH A LEADING COMPETITIVE STATION . . .

"GOPHERS" TIE IT UP!

WTCN-TV is rolling in "gopherland." Powering ahead. Gaining in the national rankings. Perhaps nothing points this up so eloquently as the recent RTNDA national award—shared equally by WTCN-TV with a local station that has been quite alone on its throne for years.

The odds are changing. Much of the smart money is going on the WTCN-TV "gophers" to win. Why? New team, new strategy, new impact in the Twin Cities market.

It's time to re-assess the relative strengths. Make sure you've got a winner in the important Twin Cities market. Get your money down on WTCN-TV while the odds are still in your favor.

Your Katz man will be glad to book you.

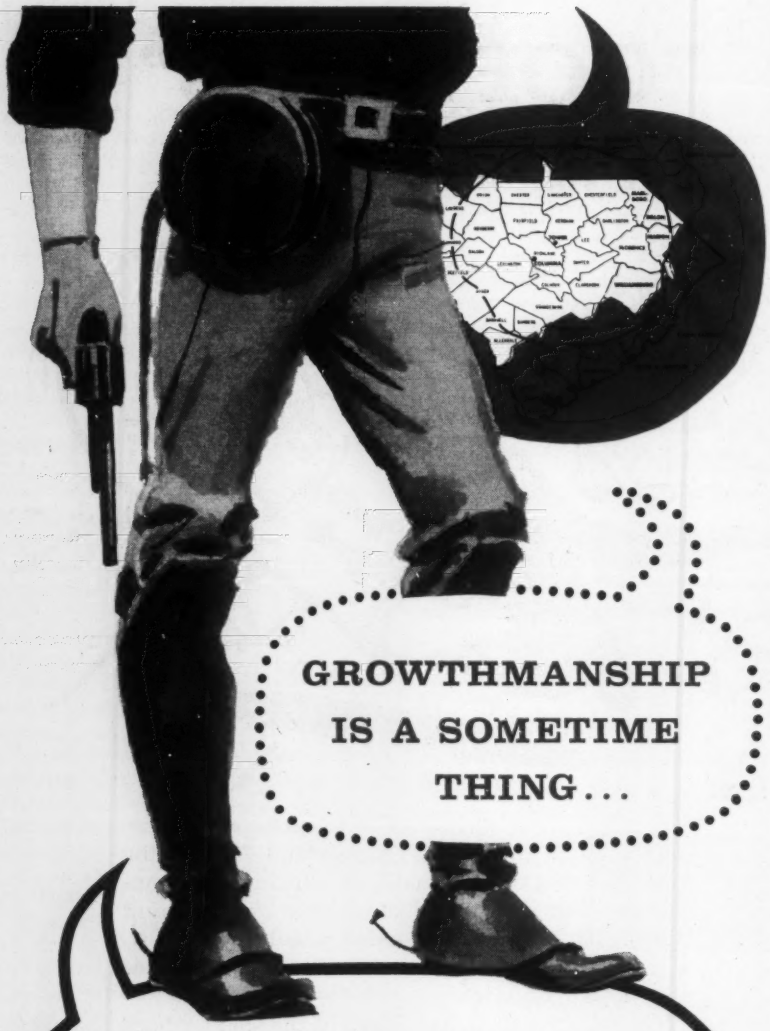
Art Swift

STATION MANAGER

wtcn-tv AND RADIO

ABC STATIONS FOR MINNEAPOLIS • ST. PAUL

Represented Nationally by the KATZ Agency



GROWTHMANSHIP IS A SOMETIME THING...

The figure-filberts at the census bureau say that after ten years of grinding by those monster machines they keep on the leash up in Washington, the golden answer has poured forth:

Columbia, South Carolina, is the state's biggest metropolitan area

Don't take my word for it, old nose-counter. Ask Lemuel K. Crasswinder, assistant bureau chief in charge of hobbles for wandering IBM machines. He'll tell you Columbia's up 257,961 people, an increase of 38.1%, and that this makes Columbia also the

second biggest metropolitan area in both the Carolinas, as well

second only to Charlotte, with 270,951. Well, as old Wade Hampton used to say, people is power—buying power, I say, nearly a billion and a half dollars in disposable income, all reached by that 1,526-foot tower—close to the whole state for one easy buy. That's WIS-TV:

the major selling force of South Carolina

WIS-TV NBC/ABC
COLUMBIA, SOUTH CAROLINA

a station of
THE BROADCASTING COMPANY OF THE SOUTH
WIS-TV, Channel 10, Columbia, S. C.
WSFA-TV, Channel 12, Montgomery, Ala.
WIS, 560, Columbia, S. C.

NBC Radio's case for the older listener

Advertisers' biggest band of prospects, with the most money to spend, is not the much-heralded "young household" group but the 35-to-49 age group.

This contention—which runs counter to a favorite argument of ABC-TV—is the theme of a new sales presentation unveiled last Thursday (Oct. 27) by NBC Radio. The presentation contends not only that people in the 35-to-49 bracket are the "key group" for the purchase of "most products," but that NBC Radio is the way to reach them.

The presentation uses A. C. Nielsen Co. figures to show that with 60 million members the 35-49 age group is 50% larger than any other and is represented in 14,390,000 homes with $103.6 billion to spend each year, as against 8,753,000 homes with $52.5 billion for the 16-34 or so-called young-household group and 10,038,000 homes with $77.3 billion for the "working housewife" group. The fourth category, aged 50 and over, is represented in 16,269,000 homes with $84.6 billion to spend.

The presentation also reports that the 35-49 or "key" group accounts for 34 to 35% of sales of such products as coffee, facial tissues, margarine, cigarettes, desserts and puddings as against 23 to 28% bought by the next heaviest consumer of these products, the 50-plus group.

The study claims eight of the ten advertisers reaching the largest weekly audiences via network radio do so on NBC Radio.

The presentation was shown to newsmen by William K. McDaniel, vice president in charge of NBC Radio, who called it a study designed to promote the radio network industry generally as well as NBC Radio specifically; George A. Graham Jr., vice president and general manager of the network, and Howard Gardner, manager of sales development.

Lorillard plans to move two brands to Grey Adv.

In the first split-up of its brands since 1957, P. Lorillard Co., New York, last week announced that Grey Adv., New York, has been named advertising agency for its Old Gold Spin Filter and Spring cigarettes, effective Jan. 1. For the past three years, Lennen & Newell, New York, has been agency for all Lorillard brands, and will continue to handle the advertising for Kent, Newport, and Old Gold Straights cigarette brands.

Lewis Gruber, Lorillard board chairman, said that the two products being moved are directly competitive with Kent and Newport.

IN BOBSLEDDING

A four man team headed by Captain Fiske

is the

PACESETTER

It covered 5 miles in 3 minutes, 20.5 seconds

WSAI

IS CINCINNATI'S

PACESETTER

RADIO STATION

Northwest Orient Airlines used only WSAI in Cincinnati to promote a Hawaiian tour. Says Donald Kimel, Area Sales Representative for Northwest: "This is the most successful radio tour ever generated from the area. I think it is significant that your station was able to generate over $20,000 worth of business for us with just two one-minute spots a day for two months in the Jack Reynolds show. No other advertising media were used on this tour." In Promotion . . . in Productivity . . . WSAI is The PACESETTER Station in Cincinnati.

Represented Nationally by **GILL-PERNA** New York, Chicago, Los Angeles, San Francisco, Boston, Detroit, Atlanta

THE CONSOLIDATED SUN RAY STATIONS **WSAI** – *Cincinnati;* **WPEN** – *Philadelphia;* **WALT** – *Tampa*

An objection to FCC's 'fixed formula'

DENVER NAB CONFERENCE RESOLUTION QUESTIONS COMMISSION ACTION

Broadcasters in the Mountain States last week challenged the FCC's right to use a "fixed formula" in judging a station's service to the public.

This open demand for clarification of the FCC's policy in areas of program control was made at the NAB Fall Conference held Oct. 24-25 in Denver, marking the first instance in the current conference series of an open stand by an NAB group.

The first leg of the autumn series was completed Oct. 28 as the NAB headquarters traveling troupe moved from Denver to Omaha. Conferences will be resumed Nov. 14-15 in Washington, moving Nov. 21-22 to Chicago and winding up Nov. 28-29 in New York. Attendance at the first five conferences ran nearly 20% ahead of the 1959 sessions.

Adoption of the Denver resolution dealing with FCC program control took place at a meeting called by George C. Hatch, KALL Salt Lake City, director of NAB's 14th district (Mountain States). Fall conferences normally are not limited to specific areas, NAB members having the option of picking any conference on the schedule.

Back of the District 14 action, first of its kind during the 1960 conference series, was issuance by the FCC of a McFarland letter to a broadcaster indicating a hearing was necessary on his renewal application because of the excessive number of program interruptions on the station. There was fear also that the FCC might set up a numerical limit on weekly announcements as a factor in determining a licensee's qualifications for renewal.

No Fixed Formula ▪ District 14 went on record as "unalterably opposed to the use of any fixed formula, whether by rule or otherwise, by which the FCC shall render judgment of a licensee's performance in the public interest, convenience or necessity."

The resolution asked NAB "to institute immediate and positive action to challenge the validity of any such method and to seek a clarification from the FCC as to its policy in this and other related areas of programming control."

District 14 adopted other resolutions asking the NAB Policy Committee to seek commitments for broadcast debates in the 1964 national elections; commending FCC Chairman Frederick W. Ford and NAB for advocating an extension of FCC authority over community antenna tv systems; recommended possible inclusion in the NAB Radio Code of commercial time standards providing "a realistic standard of good practice in the minutes of commercial content in each quarter-hour participating program, with appropriate exemption of public service information programs such as classified, auction and legal notice programs."

Another highlight of the Denver conference was a forecast of communications miracles through space progress by Dr. William L. Whitson, vice president of the Martin Co., Denver (see details page 80).

Radio's Problems ▪ Radio must face three basic problems in the next decade, according to Thad M. Sandstrom, WIBW Topeka, Kan., who spoke at the Denver radio session. He listed the problems as rates and sales; programming depth, and government regulation. Their solution, he said, will require broadcasters to rise to new heights.

Mr. Sandstrom said radio rates are generally too low and too flexible, leading to confusion among agency buyers. He cited rate-cutting, with regionals in medium-sized cities "selling spots for 50 and 75 cents and even less" and urged adherence to rate cards.

Stations should dig up new clients in neglected areas and trades, he suggested. As to programming, he said, "Radio must do something more than program hot headlines and phonograph records." He described "the rating craze" as one of the basic faults of radio, reminding quality is important.

He spoke critically of radio news based on "fender benders and AP or UPI headlines," deprecating the shouting about trivia and crime. "We are not doing a good job of making our own community leaders conscious of what we are doing and how we are serving," he said, urging stations to use more 15-minute and even 30-minute newscasts.

Mr. Sandstrom said he believed the good operator in the 60s will include a place for regular religious programs on his schedule. "If we do a good job of programming depth, I think we will have a lot less problems with government," he said. He quoted Rep. Peter F. Mack Jr. (D-Ill.) as saying overindulgence in escapist programming such as westerns, whodunits and rock 'n' roll does not meet the broad range of listener demands.

Promotion Points ▪ He proposed these promotional steps to managers: Make up a monthly public service news bulletin; tell churches and charities how many announcements were given and what they would have cost; tell congressmen and senators when their material is broadcast; make news stories out of talk or panel programs; tell special interests about specific programs.

F. Ernest Lackey, WHOP Hopkinsville, Ky., said at Omaha that future radio research "will deal in terms of radio-equipped people rather than in the outmoded radio-homes base." Research will be directed more to qualitative analysis than ratings, he added.

In his peek into radio during the next decade Mr. Lackey said, "A cross-section of opinion of leading broadcasters from across the nation leads me to believe that the technical improvements in both transmission and types of reception will open new avenues of communication currently unheard of.

"It is my fond belief that the fast-

Goodbye to all that

John Crosby, who in 14 years parlayed his "Behind the Screen" tv commentary in the *New York Herald-Tribune* to a syndicated column carried in an estimated 75-80 papers around the country and reaching some 24 million readers, was scheduled to write his "hail and farewell" to radio and television in Friday's (Oct. 28) column. From radio-tv, Mr. Crosby will move on to other, more general fields, his column continuing to be syndicated.

Mr. Crosby told BROADCASTING last week that the *Herald-Tribune* had no plans to replace him with another tv columnist. Reason, he explained, was the ample coverage and program reviews provided by Marie Torre (who is by-lined on the paper's radio-tv page) and Sid Bakal. The desire of Mr. Crosby to leave the field of radio-tv criticism after so many years of active interest had been indicated in previous columns and in private talks with people in the radio-tv field. His aim: a column written about general topics of interest—the "newspaperman's dream newspaper job."

The prestige of your station never undergoes a more severe test than on election night when the returns begin to roll in.

Thousands of men and women, aided by the latest electronic equipment, make up the unmatched Associated Press election organization that will bring listeners the fastest returns.

And, as usual, AP returns will be the standard for accuracy. That's because AP NEVER guesses, NEVER estimates, NEVER projects.

A comfortable feeling, isn't it?

WHERE MASS MEDIA ARE FAILING

A distinguished editor says the press, including radio-tv, leaves big gaps in information—but there is no simple cure

Journalist Harry Ashmore, writing in the Oct. 25 issue of The Saturday Evening Post, *finds that the press (he includes radio-tv in that definition) refuses to admit there is any need for internal reform in order to fulfill its "historic obligation to guard our democratic institutions." He suggests, that this inadequacy of the mass media becomes "an issue of great urgency for the public at large." Here are excerpts from his lengthy examination of this problem in an article titled "Has Our Free Press Failed Us?", a part of the* Post's *"Adventures of the Mind" series:*

In February of 1815, reflecting upon the scars he had earned as second president of the United States, John Adams wrote:

"If there is ever to be an amelioration of the condition of mankind, philosophers, theologians, legislators, politicians and moralists will find that the regulation of the press is the most difficult, dangerous and important problem they have to resolve. Mankind cannot now be governed without it, nor at present with it."

In February of 1960 Dr. Frank Stanton, of the Columbia Broadcasting System, told a committee of Congress that regulation of the press is not only difficult and dangerous, but unnecessary. So saying, he expressed the view held by virtually the whole of the communications industry. . .

There is a considerable distance in time and technology between the founding fathers and Charles Van Doren. I suspect, however, that in the end Doctor Stanton and his colleagues will be able to demonstrate to the satisfaction of the beleaguered FCC and the agitated congressmen that the First Amendment spans the gap between early journalism and tv. . .

Definition ▪ The beginning fact is that after almost 200 years of cataclysmic change we still don't know what to do about the press. We don't, as a matter of fact, even know precisely *what* the press is. . . But this is more than a problem in semantics. We don't know, and haven't known for a long time, where journalism ends and entertainment begins. We never could figure out a way to draw a line between that part of the press which claims the rights and immunities of a public institution and that part which is a private, profit-making enterprise. We have simply rested on the proposition that we couldn't have one without the other—that to be free the press must be self-supporting. I do not myself dissent from the theory. Yet we cannot blink the fact that in practice the proposition has never been entirely satisfactory, and often has been downright alarming. . .

The odds against preparing a reasonably accurate and complete first draft of the day's history are long and are still mounting. The new technology has reduced one essential ingredient: time. Rising costs have compressed the other: space. The new electronic competition for the advertising dollar has forced competition for the maximum audience; dancing girls attract more television viewers than commentaries on world affairs, and horoscopes have a higher readership than editorials . . .

. . . I don't think any thoughtful person would argue that we are being adequately girded to survive in a perilous world when we are served up 16 columns on the trial for murder of a Carol Tregoff and four paragraphs on Khrushchev's visit to India. . . Millions of words have been devoted to what amount to cries for vengeance and countercies for mercy in the Chessman case—but how much rational discussion has there been of the real and compelling question that underlies this bizarre business: Did he get a fair trial? . . .

Out of Date ▪ Most of the common complaints brought against the media are as out of date as the hand press. There is good enough reason for this. In a sense the proprietors of the press set the terms of the argument; placed on the defensive they still try to sound like Tom Paine; . . . It derives from the great libertarian tradition that was the honored product of the eighteenth-century revolt against the authoritarian state, which sought to control the minds of men by regulating the means by which they communicated. . .

But there has since been another revolution, and the end is not yet. It is the revolution in technology which has changed the face of America and the bounds of our daily lives . . . old freedoms and immunities have vanished or have been seriously eroded; . . . Only in the case of the press and the church has the doctrine of *laissez faire* remained firmly imbedded in the law of the land—and even here the pressures are mounting. . .

. . . By every index the electronic tube is on the ascendant, and movable type is on the decline. In theory this should make no difference. In practice it makes a great deal. . .

Broadcasting has been a corporate entity since its recent birth, with a diffusion of responsibility so advanced it would be a physical impossibility for an outraged viewer to find anyone to horsewhip in the RCA Building. If the tradition is still there

buck operators will find the going rougher in the decade ahead as good stations tend to expand their services to the listener, while the TNT—time, news, temperature—rock 'n' rollers fade from the scene." He predicted the decade "should see many changes in the personalization of radio, with services to the listener being the principal aim of the better station operators."

Dr. Bruce A. Linton, chairman, radio-tv-film, U. of Kansas and president of Assn. for Professional Broadcasting Education, told the Denver conference how universities and NAB are cooperating in developing professional broadcast training courses. W. Earl Dougherty, KXEO Mexico, Mo., APBE vice president, covered the same subject at Omaha.

A report on NAB activities and current problems facing broadcasters was given at Denver and Omaha by Merrill Lindsay, WSOY Decatur, Ill., a member of the NAB Policy Committee.

Joseph Herold, KBTV (TV) Denver, called for support of the NAB Tv Code structure at the Denver meeting. He is a member of the code board. Chairman E. K. Hartenbower, KCMO-TV Kansas City, code board chairman, spoke on code enforcement at the Omaha meeting.

They stressed the need for adherence to code provisions and updated members on recent changes in the document.

at all it is, I suspect, largely because the broadcasters find it useful protective coloration. . . It is clearly subordinate to the other traditions which have shaped broadcasting—those that came over from advertising and show business.

The new condition, in my view, is more the product of technology and economics than of the absence of heroes. The libertarian tradition survives as a protection against the incursions of the state; but nothing in the new technology provides anything approximating the free marketplace of ideas which the fabricators of the tradition conceived as its concomitant. . .

. . . Competition in broadcasting has been arbitrarily and permanently limited by the boundaries of the frequency spectrum—a physical circumstance that, despite the First Amendment, has required a kind of public regulation from the inception of the medium.

Economic Limitations ▪ But the real inhibition is economic . . . I can see no way that commercial broadcasting, operating on an economic base that makes it completely dependent on advertising revenue, rationally can be expected to provide a substantially greater proportion of the distinguished programming than now occasionally delights the eye but does nothing to enrich the coffers. The advertisers quite naturally want the biggest possible audience; the biggest possible audience wants the *Dinah Shore Chevy Show;* and those of us who want something else can always read a book. I agree . . . that this is not good enough, but I nevertheless hesitate at the edge of government control.

The reason is practical, not philosophical; I simply have little faith in the ability of the American people to set up a public agency that will not be more subject to pressures toward blandness and conformity than are the advertisers; if this is the only choice, I am inclined to take my chances with Madison Avenue rather than with the FCC—and besides, I had just as soon read a book. . .

Photo by Jacob Lofman. Reprinted by special permission of *The Saturday Evening Post.* Copyright 1960 The Curtis Pub. Co.

Harry S. Ashmore won a Pulitzer prize in 1958 for his editorials during the integration crisis at Little Rock, Ark. He was executive editor of the "Arkansas Gazette" there. Now he is with the Center for the Study of Democratic Institutions, Santa Barbara, Calif., but soon will become an executive of the Encyclopaedia Brittanica.

. . . Wilbur Schramm of Stanford University . . . sees emerging in [the place of old *laissez-faire* libertarianism] something he calls a doctrine of social responsibility—that is, the voluntary acceptance of certain obligations of public service by the proprietors of the press in return for their guaranty of freedom.

There is some evidence to sustain the view. Certainly, as newspapers have become fewer the survivors have displayed a more conscious effort to obtain objectivity. . .

But if there is less biased reporting than there used to be, there is also less effective advocacy—less shaking and moving of the kind we have always believed a healthy society required . . . as I survey the end product I am convinced that it is not good enough. . .

Most of the complaints about television are [uninformed, petulant, partisan]. I don't believe, for example, that television is leading our children astray . . . every set has a little switch, and if we spare it and spoil the child we have no right to abdicate parental authority and transfer responsibility to the fellow who sits behind the big switch at the station. . .

The Cutting Edge ▪ We have got to insist that, in addition to what they want, the people have got to get what they need . . . the free press was conceived not only as the protector of the verities but as the cutting edge of change.

Collectively, the press, may, as it has come close to doing, abdicate these functions and not only survive but prosper. But what of the republic? The rights and immunities conferred upon the press were not rewards for past probity, but a supposed guarantee of future service in the public interest. . . The press can be forgiven its sins of commission; . . . But its sins of omission are surely a matter of public concern.

It is evident by now, I think, that the press is not capable of reforming itself, for the good reason that it will not admit collectively that there is any need for reform. . .

I am not . . . so much concerned with what the press is doing as with what it is not doing. There is too little diversity, and there are too many total gaps of information and of advocacy. There is no single, simple way to effect a cure—not by law, or subsidy, or organized pressure, or by artificially induced competition. But I am convinced that we cannot any longer rely solely upon those within the press. . .

We must begin, I think, with recognition of a proposition the press rejects—that the inadequacy of mass communications in our threatened society is not a matter of internal concern for the press alone, but an issue of great urgency for the public at large.

Newspapers chided for stale research approach

Newspapers have developed "no fresh approaches" toward researching their own problems in the past 10 years, Leonard Kent, vice president and research director of Needham, Louis & Brorby, asserted last week.

What's more, this points up a "sharp contrast" to strides in audience analyses for tv through commercial researchers and the Television Bureau of Advertising and magazines, he told the National Newspaper Promotion Assn. in Chicago Monday.

Mr. Kent dwelt mainly on recommendations for raising research standards and making their results "even more acceptable and useful to advertisers and media buyers in advertising agencies." Newspapers should be concerned because they have a definite "problem," he claimed.

Available local market information, newspaper performance data and local audience characteristics represent the common failings of most papers in all but a few of the largest markets, Mr. Kent said.

Another drawback: estimates of newspaper advertising dollars are available only once a year, while network tv provides monthly and spot tv quarterly figures.

New fm's: 3 start, fourth ready to go

New fm outlets in Houston, Barberton, Ohio, and Sarasota, Fla., have gone into operation this month. Another, in San Francisco, reports it will commence early next month.

KQUE (FM) Houston, signed on the air Oct. 4 on 102.9 mc. The station's format features "radio personalities experienced in good music, professional production and up-to-the-minute newscasts," according to David H. Morris, general manager of KQUE and KNUZ (its am companion). Broadcasting with 64.24 kw from an antenna placed on the U. of Houston's tv tower 595 feet above mean sea level, KQUE claims to be the most powerful fm station in Houston. The station operates daily 6 a.m. to midnight.

WDBN (FM) Barberton, signed on the air Oct. 9 on 94.9 mc with 118 kw. The station reports a coverage area which includes Cleveland, Canton and Akron. Licensed to Independent Music Broadcasters Inc., WDBN operates 17 hours per day. George B. Hanna is president and Ted A. Niarhos is general manager. Station headquarters and executive offices are at R. D. #1, Seville, Ohio.

WYAK (FM) Sarasota, went on the air Oct. 15 on 102.5 mc with 2,730 w ERP. The new station is owned and operated by Multitone Music Inc. with studios and offices located at 1373 5th St., Sarasota. It is programming big band and top vocal music with some classical music scheduled for Sundays, operating from 6 a.m. to midnight seven days per week. The transmitter tower is 285 feet tall. WYAK announces that it will use one rate card for both local and national advertisers. WYAK is Sarasota's first fm station.

Early November is the target date for KFRC-FM San Francisco to begin operations, according to General Manager Richard E. Nason. The station's facilities, in a building housing the transmitter and offices, will be located on San Bruno Mountain. The transmitter there will rise 1,430 feet above sea level. Effective radiated power will be 70 kw with all equipment remote-controlled from the main KFRC studios at 415 Bush St. KFRC, the new station's am companion, has been operating since 1924.

Changing hands

ANNOUNCED ▪ *The following sale of station interests was reported last week, subject to FCC approval:*

▪ KGUN-TV Tucson, Ariz.: Negotiations underway for sale by H. U. Garrett, Tom E. Foster, and others, to Edwin G. Richter Jr., Henry S. Hilberg, and others, for $1.4 million Mr. Richter and associates are owners of WEHT (TV) Evansville, Ind. KGUN-TV operates on ch. 9 with power of 63.1 kw visual and 31.6 kw aural.

WSPA studios near completion

Reconstruction of the radio center of WSPA Spartanburg, S. C., is nearing completion. Its plant was ravaged by fire May 16 and almost completely destroyed (BROADCASTING, May 23).

Hardly any air time was lost following the fire and since then the station has been broadcasting from studios at the transmitter near Interstate Highway 85. Radio news and business headquarters have been at 123 N. Converse St. in the new WSPA-TV building. Both facilities were severely damaged by fire at the old Main St. combined headquarters.

Walter J. Brown, president of WSPA-AM-FM-TV, estimates the cost of reestablishing the downtown quarters at $50,000. The new building is entirely air-conditioned with new studios and equipment. The facade consists of aluminum mesh and tile front covering both the first and second stories.

Target date for WSPA to operate from the new building is Nov. 28.

N.Y. quiz grand jury gets new lease on life

The life of the New York Grand Jury that has charged a group of one-time tv quiz winners with perjury was extended last week to Dec. 1. The jury's sitting was to expire Oct. 28.

Action by District Attorney Frank Hogan in extending the jury's life will permit further probing into charges of perjury, subornation of perjury and conspiracy to obstruct justice. It had been reported that names of prominent lawyers had been mentioned in the grand jury's investigation of subornation of perjury—that is, urging a witness to testify falsely.

The 17th and 18th quiz participants to surrend to Mr. Hogan's office were booked last week. Sixteen defendants had been arrested on charges of perjury a week before (BROADCASTING, Oct. 24.). The arrests last week: Mrs. Terry Curtis, 31, who identified herself as a film producer and winner of $2,800 on *Tic Tac Dough* and $78,000 on *Hi-Lo*, both former NBC-TV shows, and Neil Wolf, 22, student and winner of $13,400 on *Tic Tac Dough*. Both defendants were paroled. More than 20 indictments charging perjury were said to have been issued. Identification of *Hi-Lo* in connection with a quiz show contestant charged with perjury was believed the first made in the overall quiz investigation.

When you sell thru Blackburn, you are revealed only to serious, financially responsible buyers!

We do not send out lists. Every sale is handled on an individual basis. A deep knowledge of the market, combined with a strong feeling that our reputation is too valuable to risk for any commission, provide a professional service of the greatest reliability.

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Jack V. Harvey	William B. Ryan	Stanley Whitaker	Calif. Bank Bldg.
Joseph M. Sitrick	333 N. Michigan Ave.	Robert M. Baird	9441 Wilshire Blvd.
Washington Building	Chicago, Illinois	Healey Building	Beverly Hills, Calif.
STerling 3-4341	Financial 6-6460	JAckson 5-1576	CRestview 4-2770

AB-PT NET PROFITS HIT NEW HIGH

Billing for tv network was up 40% in 1960's 3rd quarter

Net operating profits were the highest in company history for American Broadcasting-Paramount Theatres Inc. the first nine months of this year, 44% above that period of 1959, President Leonard H. Goldenson told stockholders in his quarterly report last week. The third quarter exceeded last year's by 40% and gross billings of ABC-TV were up 43% for the quarter despite losses of political convention coverage in July (the tv coverage was about 80% sold, BROADCASTING reported at the time). Highlights of the report:

Estimated net operating profit the first nine months of 1960 was $7,522,000 or $1.80 a share. Capital gains (after income tax) brought this to $8,873,000. Third quarter profit was $1,869,000 or 45 cents a share (plus $23,000 capital gains).

Mr. Goldenson recapitulated program developments in the broadcast division of AB-PT and said the company acquired interests in additional foreign tv properties last quarter. They include minority holdings in stations in Ecuador and Beirut and a network in Venezuela.

The theatre business this quarter was about equal to last year, he said. AB-PT during the nine months got rid of 22 theatres and added two. Am-Par Records has several discs among the "best sellers," the president reported, adding that the Command label accounted for more than 10% of all stereo sales since the first of the year.

Earnings were not listed for the separate AB-PT divisions.

	1960		1959	
	Third quarter	Nine months	Third quarter	Nine months
Net operating profit before federal income tax and capital gains below	$3,970,000	$16,173,000	$2,811,000	$11,219,000
Less: Provision for federal income tax	2,101,000	8,651,000	1,471,000	5,993,000
Net operating profit before capital gains (net)	$1,869,000	$ 7,522,000	$1,340,000	$ 5,226,000
Add: Capital gains (net) after applicable income tax	23,000	1,351,000	182,000	181,000
Consolidated earnings	$1,892,000	$ 8,873,000	$1,522,000	$ 5,407,000
Preferred dividend requirement	$ 16,982	$ 52,048	$ 19,612	$ 179,832
Common shares outstanding	4,149,737	4,149,737	4,149,362	4,149,362
Earnings per share common (excluding capital gains)	$ .45	$ 1.80	$ .32	$ 1.22
Earnings per share common (including capital gains)	$ .45	$ 2.12	$ .36	$ 1.26

Media reports...

Self criticism ▪ Station owners and managers of the Florida Defense Network will hold a critique of the network's functions Nov. 9 at the DuPont Plaza Hotel in Miami. Expected to be on hand are: Gov. LeRoy Collins, NAB president-elect (official commitments permitting); FCC Commissioner Robert E. Lee; A. Prose Walker, NAB engineering chief; Robert Heald, attorney; Dr. F. W. Reichelderfer, chief of U.S. Weather Bureau. The FDN, established in 1958 under the auspices of the Florida Assn. of Broadcasters, is a pioneer in emergency communications.

Spot limitation ▪ WRFM (FM) New York is initiating, effective immediately, a sales policy of limited commercial announcements, it was announced last week by Edith Dick, station manager. Under the new formula, WRFM will sell two one-minute spots at each quarter hour station break. The half-hour will carry one commercial break to be followed by a sponsored five-minute newscast. Between 8 p.m. and sign-off, one commercial spot will be available on the hour—at 8, 9, 10 and 11 p.m.

V.I. tv on CBS ▪ WBNB (TV) Charlotte Amalie, St. Thomas, Virgin Islands, will join CBS-TV under the Extended Market Plan as a non-interconnected station when the ch. 10 outlet goes on the air on or about Jan. 1, 1961. WBNB is owned by Island Teleradio Service.

Triangle-WBC interchange ▪ *University of the Air*, a prize-winning series produced by Triangle Stations in cooperation with more than 27 colleges and universities in Pennsylvania, New Jersey and Delaware, will be shown on Westinghouse Broadcasting Co. tv stations. This amounts to "a cultural exchange program" between the two companies since Triangle is presently carrying WBC's tv science series *Lab 30*. WBC stations presenting *University of the Air* are WBZ-TV Boston; WJZ-TV Baltimore; KYW-TV Cleveland and KPIX (TV) San Francisco. The first subjects to be telecast by WBC will be

STATIONS FOR SALE

NEW LISTINGS obtained at the NAB FALL CONFERENCES

EASTERN

Florida money-maker. Good power radio station in fast growing medium size market. Total price is $265,000.00 with $70,000.00 down and the balance on terms.

WASHINGTON, D. C.
1737 DE SALES STREET, N.W.
EXECUTIVE 3-3456
RAY V. HAMILTON
JOHN D. STEBBINS

MIDWEST

***Midwest* daytimer in diversified farming and manufacturing city—single station market of 12,000. Priced at $100,000 with terms to be negotiated.**

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
RICHARD A. SHAHEEN

SOUTHWEST

TEXAS MAJOR MARKET DAYTIMER
This is a medium power, regional frequency daytimer and is about the only thing available in a major Texas city. The price is $300,000.00 with 29% down. Owns valuable transmitter site and has favorable downtown studio lease.

DALLAS
1511 BRYAN STREET
RIVERSIDE 8-1175
DEWITT 'JUDGE' LANDIS
JOE A. OSWALD

WEST

Excellent power, good frequency, full-time radio station in warm western state. This single station market facility will gross $80,000.00 this year. Can be purchased for $105,000.00 cash or $135,000.00 on terms of 29% down and balance out at $1,000.00 monthly.

SAN FRANCISCO
111 SUTTER ST.
EXBROOK 2-5671
JOHN F. HARDESTY

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BROADCASTING YEARBOOK*

MARKETBOOK

"One-book library of television and radio information"

46 separate directories indexing the world of broadcasting

Designed to meet your specialized needs, the all-new BROADCASTING Yearbook is the largest and most complete encyclopedia-type book ever published for the business of broadcasting. The information in this book is massive (more than half a million words), and it is organized for speedy reference. It's a desk-top book. You'll use it constantly throughout the year for facts and figures, names and addresses—for data available in no other single source.

Compiled, edited and written by the same staff that produces BROADCASTING — The Businessweekly of Television and Radio. Serving the business side of broadcasting since 1931.

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"American Civilization," presented by the U. of Pennsylvania, and "Contemporary Economics," presented by Rutgers U.

Meredith buy ▪ Meredith Publishing Co., magazine publisher and multiple broadcaster, is acquiring the venerable Appleton-Century-Crofts Inc., New York publishing house which specializes in textbooks. Total consideration for the acquisition of 17,000 shares of common stock of the publishing company was estimated at $7 million. Meredith, which publishes *Better Homes & Gardens* and *Successful Farming*, owns KCMO-AM-FM-TV Kansas City, Mo.; WHEN-AM-TV Syracuse, N. Y.; KPHO-AM-TV Phoenix, Ariz.; WOW-AM-TV Omaha, Neb., and KRMG Tulsa, Okla.

Bar award ▪ KGW-TV Portland, Ore., was presented with a special award by the Oregon State Bar for *World Court in Action*, an hour-long telecast. It was the first such award given by that organization in its 26-year history. Produced by KGW-TV in cooperation with the Oregon State Bar and presented on May 1—Law Day—the program dramatized a true story from the files of the World Court with bar members taking the various roles. Since then the American Bar Assn. has edited the program to nearly a half-hour and has made it available to legal organizations throughout the U. S.

Farmers' friend ▪ WNCT (TV) Greenville, N. C., has been honored by an award from the North Carolina Agricultural Stabilization and Conservation State Committee for its "outstanding public service to farmers and the general public in eastern North Carolina." The station employs a fulltime farm director and schedules two farm programs daily. Presentation of the plaque from the agricultural organization was made to General Manager A. Hartwell Campbell on the noon farm news program. During the past year WNCT scheduled an 8-hour Farm-A-Thon, which included nine panels composed of over 60 farmers and farm experts with each panel devoted to a specific kind of crop, farming or service. The station has offered scholarships in "farm income" contests and maintains membership in many farm organizations.

New MBS news bureaus

Mutual Broadcasting System will open news bureaus in San Francisco and Los Angeles Jan. 1, Robert F. Hurleigh, president, announced last week. He said they will provide regional news broadcasts for MBS' 50-station six-state Pacific lineup, as well as originating material for the network's 36 daily, five minute-newscasts.

*Crazy, Man—No, Boy, don't be a square—it's true . . . Baton Rouge as a market ranks just below Ft. Worth-Dallas, Houston and New Orleans. It's the 4th largest market in the Gulf South—an area made up of the states of Louisiana, Texas and Mississippi. The Baton Rouge market, with a population of 1,561,000 and retail sales of $1,285,000,000.00, is served completely by television station WBRZ. Baton Rouge is truly too BIG a market to be overlooked on any list.

NBC ABC

WBRZ *Channel* **2**

What about women in the broadcast industry

THEY'RE MAKING GAINS EVERY WHERE—EVEN MANAGEMENT

The Radio & Television Executives Society and New York Chapter of American Women in Radio & Television shared a roundtable lunch and came away with an idea of women's evolving place in broadcasting and broadcast advertising. Some highlights:

There has been a shift away from microphone and camera by women during the past five years, Jayne Shannon of J. Walter Thompson said. This talent is being assimilated behind the scenes and program credits are carrying more women's names as producers, directors and researchers.

Daytime programs are due to open up more opportunities, Miss Shannon thinks. "We have only to look at the wide editorial perspective that is being taken by the leading women's magazines to give us some clues as to what daytime television and radio will have to do to court the viewer and the listener." The broadcast media supervisor went on to commend the Purex specials for women on NBC-TV and to quote a prediction by Irving Gitlin, executive producer of NBC News and Public Affairs, that non-fiction shows, "more or less serious and direct in tone, will account for 50% of the daytime television schedule in about five years time."

Pauline Frederick, NBC United Nations correspondent, sees changes in "the face and figure of informational broadcasting" with increasing recognition that "news is not naturally segregated by sex."

The Agency Woman ▪ The advertising agency woman is three to five years older than her male counterpart in any given job and paid $3,000-$5,000 less for it, Mary Harris, director of production services, M-E Productions Div. of McCann-Erickson, reported. The woman spends longer apprenticing in the mail room and at a secretary's desk, starting lower and working harder than the agency man, according to the agency producer.

Jayne Shannon gave a rundown on women in some of the departments at J. Walter Thompson:

A third of the media buyers are women. In other areas of broadcast advertising, a casting director for commercials directs a group of six; a fashion expert and group of five consult with artists and tv producers; a tv contract specialist supervises union-talent bookkeeping; the women's copy group, with group heads—seven of them vice presidents—is active in the creation of tv commercials; women are represented among associate media directors, one a supervisor of media estimates, the other an expert on tv and radio ratings.

Air Talent ▪ Virginia (*Ma Perkins*) Payne, president of the American Federation of Television & Radio Artists, said that about a third as many women as men are performers. From AFTRA's total membership, only about a third earn the $1,000 a year necessary to qualify for the union pension-welfare plan.

Albert B. Shepart, sales manager of Select Station Representatives and moderator of the roundtable, said there were 1,448 members of AWRT and cited their contributions to the business, important, not because they were by women but by qualified persons.

Quality Radio Group to meet tomorrow

Stockholders of Quality Radio Group will meet in Chicago tomorrow (Nov. 1) to elect new directors and officers and reappraise the progress made by the organization the past year.

Ward L. Quaal, vice president of WGN-AM-TV Chicago, will preside over the one-day meeting at the Drake Hotel, to include breakfast, luncheon and election sessions. Mr. Quaal is expected to step down as QRG president.

Quality currently claims about 20 member stations and has received several expressions of interest from other stations desiring to join, according to Mr. Quaal. QRG activity this past year has been highlighted by two New York programming promotion clinics, designed to help regenerate the group as an industry entity (BROADCASTING, Oct. 17, June 13). Similar clinics are anticipated in 1961.

New rep firm to handle southwest radio sales

A new radio rep firm, The Stuart Co., has been established in Dallas, to serve the Mid-South and Southwest. It will represent the following stations: KUNO Corpus Christi, XEK Nuevo Laredo, KTOD Corpus Christi, KASE Austin, KJIM Fort Worth, KTFS Texarkana, KFSA Nacogdoches, KALT Atlanta, KCAR Clarksville, KCLE Cleburne, KADO Marshall, KSPL Lufkin-Diboll, KVLG La Grange, KBUD Athens, KWFR San Angelo, KEPS Eagle Pass, KVOU Uvalde, KINE Kingsville, KOYL Odessa, KBEN Carrizo Springs, all Texas. KBCL Shreveport, WWOM New Orleans, KPEL Lafayette, all Louisiana. KFFA Helena, KAMD Camden, KBHS Hot Springs, all Arkansas. KJEM Oklahoma City, Okla. and KBIM Roswell, N. M.

Temporary offices are at 1135 Ferndale, Dallas.

No place to go but up

In this era of superlatives—"the greatest," "spectacular" and "number one" — WICC-TV Bridgeport is relatively modest. The station reported last week that it has completed its first month as a daytime only tv station—"the first and only daytime tv station in the country"—and is "the only commercial television station without commercials." The station has a staff of one. It is the only uhf station in a nine station vhf market (signals come in from New Haven, New Hartford and New York). But Kenneth Cooper, president of Connecticut-New York Broadcasters Inc., owner of WICC-TV, is optimistic: "However, we are hopeful of selling one commercial in the very near future."

WKAT takes CBS in Miami

CBS Radio's basic network affiliate in Miami, Fla., will be WKAT Miami as of Nov. 28, the date when the network's present affiliate, WGBS that city, goes independent (AT DEADLINE, Oct. 17). WGBS decided to disaffiliate when it found CBS Radio's modified Program Consolidation Plan, which also goes into effect Nov. 28, "not compatible with WGBS program objectives." WKAT, owned and operated by Mrs. A. Frank Katzentine, president of WKAT Inc., operates on 1360 kc with 5 kw-day and 1 kw-night. Sidney Levin is general manager. The affiliation contract was signed in Miami by Mrs. Katzentine and William A. Schudt Jr., vice president in charge of affiliate relations for CBS Radio.

'Life Line' winner announced

Grocery Manufacturers of America named Helen Delich Bentley of WMAR-TV Baltimore as top award winner of the GMA Life Line of America trophy competition for 1960. The presentation of a sterling silver Tiffany bowl to Mrs. Bentley, who was honored for her tv series entitled *The Port That Built a City*, was a highlight of the Life Line luncheon last Wednesday (Oct. 26) during the 52nd annual meeting of the GMA in New York.

In addition to the top tv award, certificates of honor were presented to Josephine McCarthy, WNBC-TV New York; Rozell Fair Fabiani, WRBL-TV Columbus, Ga., and Mildred Alexander, WTAR-TV Norfolk, Va. Since 1948, Life Line of America awards have saluted the women of press and broadcasting who do the most outstanding job of reporting and interpreting the Life Line story.

Men and machines of AIR EXPRESS deliver vital missile component with jet speed to Convair test site

Priority service makes Air Express today's best way to ship

At Convair's big Sycamore Canyon Test Facility in California, an Atlas missile stands ready for a static test firing. An eleventh-hour engineering refinement brings AIR EXPRESS service into the picture. AIR EXPRESS is constantly called on to speed new parts. It's all in the day's (or night's) work for this skilled shipping team. Here's what you get when you call AIR EXPRESS: Priority service—first on, first off —on all 35 scheduled U. S. airlines • Kid-glove handling every mile of the way • Door-to-door pickup and delivery via 13,000 trucks (many radio-dispatched for maximum speed) • Teletype confirmation of receipt on request • Service to 20,000 American communities coast to coast • It pays to think fast . . . think AIR EXPRESS first!

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Spot buys spark final campaign days

FIFTH DEBATE PLANS STILL IN WORKS AS PARTIES BUY MORE TV

Broadcast coverage of the national campaigns spurted to new heights over the weekend as the two major parties started pouring new money into intensive spot purchases.

This upswing in paid political time developed as the two parties were working on final plans for a fifth "Great Debate," a free public service feature that might draw the largest audience since the first of the Kennedy-Nixon debates, due to the heat of the final campaign days.

Both Democrats and Republicans were completing their spot buying plans at the weekend, leading up to their pre-midnight paid network features on Nov. 7, campaign eve.

The date most mentioned for the fifth debate was Monday, Oct. 31. Meetings were held during the week by J. Leonard Reinsch, communications adviser to Sen. Kennedy, and Fred Scribner, Undersecretary of the Treasury and adviser to Vice President Nixon.

Networks Annoyed ▪ Major networks became restive last week as the party advisers failed to reach an agreement. A statement to the parties, Oct. 25, signed by all national networks, showed the three tv and four radio groups were annoyed at public complaints charging them with responsibility for the strict rules limiting time and using panels to question the candidates (see text of statement below).

The Reinsch-Scribner talks ran all day Thursday and then into the night. In all they held five sessions as the networks maintained watches at party headquarters, hoping to utilize every possible minute in juggling schedules and setting up facilities. The party planning dealt with program formats, length of the debate and similar important details. Time discussions ranged from one hour to one-and-a-half and two hours. It was anticipated networks and party spokesmen could wrap up the package Oct. 28.

The prospect of no fifth debate was present during the Reinsch-Scribner discussions and at one point it appeared the whole thing was off.

Networks had found party political buying curtailed during the autumn because of the appeal of the free debates. They had faced the loss of revenue from expropriated sponsors' time as well as the cost of producing the debates and setting up facilities.

Debate Costs High ▪ At the weekend the networks said they had little idea of the final debate bills and won't have definite figures for another three or four weeks. One estimate, concededly a guess, placed the total network bill for production alone between $400,000 and $500,000. Costs are split among the four radio and three tv networks on a 2-2-2-1 basis, Mutual paying a seventh and the others two-sevenths each. Some costs, such as expense accounts of debate personnel, will not be lumped into production costs since each network is likely to pay these bills and charge them off to hospitality.

Chance of a sixth debate featuring the vice presidential candidates was discussed frequently last week.

The parties' spot strategy had a side feature last week as Republicans claimed the Democrats were outspending them 3 to 1 and the Democrats claimed the GOP was outspending them in many major areas by 2 to 1. There was no way to find out which party was right, if either, since official information was sporadic and hard to obtain in the last-minute pressure at party headquarters.

In any case, the GOP was doing its heavy spot tv spending during the last week of the campaign, with placement by Campaign Associates, the GOP special campaign agency.

Spots for 200 Stations ▪ Basic plans for network coverage were substantially those outlined in the Oct. 24 BROADCASTING. Democrats, for example, will have half-hour CBS-TV broadcasts Nov. 2 (CBS-TV 3-3:30 p.m.); Nov. 5 (9:30-10 p.m.) and Nov. 7, election eve (11-11:30 p.m.). The party will use 16 five-minute segments on the tv networks in the Nov. 1-7 period.

Well over 200 tv stations, maybe more, will be included in the final spot campaign sponsored by Citizens for Kennedy, wing of the Democratic organization. Spots will range from 20 seconds to a minute, with placement by Reggie Schuebel, vice president of Guild, Bascom & Bonfigli.

Spot purchases by the Democratic committee and Citizens for Kennedy had not been heavy earlier in the campaign but picked up with a rush as the flow of money into party coffers speeded up with what were called signs of a Kennedy victory.

Similarly some GOP spokesmen reported an increase in contributions as the end of the campaign approached.

The GOP placed a five-minute spot tv announcement around the country in which President Eisenhower lauded the record of Vice President Nixon and endorsed the Nixon-Lodge ticket. The President was scheduled on a paid ABC-TV telecast Oct. 28 (10-10:30 p.m.).

CBS-TV had planned to carry Vice President Nixon on its Oct. 30 *Face the Nation* but when he was unavailable the network substituted Sen. Barry Goldwater (R-Ariz.).

Election Eve Buys ▪ On election eve the GOP has purchased the 11 p.m.-midnight period on NBC-TV for a last-minute appeal to voters. Democrats have 11-11:30 p.m. on CBS-TV. Sen. Kennedy declined an offer to appear as a guest on the *Jack Paar Show*. Vice President Nixon was a Paar guest in late August.

A number of regional hookups have been booked. NBC-TV will carry a GOP paid telecast Nov. 3 on a New York state hookup, with Gov. Thomas E. Dewey featured. Similarly Sen. Kennedy was heard Oct. 27 from the New York City garment center on a state hookup, 11:15-11:30 p.m. Other NBC-TV regionals include an Illinois-St. Louis telecast preceding the 9:30-10 p.m. paid Kennedy telecast from Chicago Stadium Nov. 4.

Philip Morris Commander cigarettes sponsored Oct. 27 the second program in the *CBS Reports* series, "Money and the Next President" (CBS-TV, 8:30-9:30 p.m.). The first *CBS Reports* pro-

Dewey on debates

Thomas E. Dewey, ex-GOP presidential candidate, believes broadcast debates provide the most logical way for a candidate to present a true picture of himself to the public.

Appearing on the Paul Coates' syndicated show on KTTV (TV) Los Angeles Oct. 25, he suggested a two-hour format with only candidates and moderator appearing would provide better debates. He recalled the whistle-stop drives and their exhausting speeches and strategy sessions, explaining they left the candidate exhausted and unable to think clearly.

Asked by Mr. Coates if he felt the networks were obligated to provide the candidates with more time, he said, "Not at all. The networks are not obligated to do anything for us. What they have done has been more than fair."

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gram, sponsored by Philip Morris for Marlboro, dealt with the Polaris missile. The presidential feature included a "debate" constructed from speeches by the two candidates, with Howard K. Smith, of CBS, as reporter. A panel of economic experts included Secretary of the Treasury Robert B. Anderson; Gabriel Hauge, former economic adviser to President Eisenhower; Leon Keyserling, former economic adviser to President Truman; Dr. Colin G. Clark, of Oxford U., research director of Econometric Institute, and J. Kenneth Galbraith, Harvard economist and author of *The Affluent Society*. Leo Burnett is the Philip Morris agency.

The joint network statement about the proposed fifth debate asked party spokesmen to "consider reverting to the original format proposed by the networks—that is, a face-to-face appearance without panel but with a moderator to preside and to provide for fair division of time." After reviewing history of negotiations leading to the debates, the statement reminded that networks had suggested the candidates make statements on agreed-on subjects and then have a chance to refute each others' statements. The parties claimed this would lead to "static" discussion and insisted on panel procedure.

Audience for Fourth ▪ A total of 65.5 million people in 25.7 million homes tuned the fourth tv-radio debate, according to American Research Bureau's overnight National Arbitron. ARB put the three-network tv rating at 57.6. Relatively similar figures were reported by Trendex on the basis of its 27-city report: 62.5 million people, 25 million homes, 54.0 rating.

A. C. Nielsen Co. meanwhile reported its national rating for the first debate, held Sept. 26, showed a total audience of 30,013,000 homes and an average-minute audience of 26,894,000 homes.

Reporting the winner, radio-tv style

MOST EXTENSIVE ELECTION REPORTS EVER PLANNED BY BROADCASTERS

Radio and tv stations and networks are planning the most extensive coverage ever given a national election. An estimated 500 election contests will be covered the night of Nov. 8 by networks, with several thousand staffers and newsmen gathering and narrating the returns with the help of electronic computers.

The network effort climaxes months of preparation. Pre-election political reporting has been more thorough than in any past election. Similarly radio and tv stations all over the nation have provided intensive coverage of campaign developments through news reports, forums, debates and other special features.

Election night returns have proved popular with sponsors, both on a national and local basis. Consumer goods, banks and public utilities are among the advertisers signed for coverage of returns from the polls.

ABC-TV ▪ *Election Night Report* is to get underway at 9 p.m. and will continue until the outcomes of the major races are known. More than 1,000 people will participate in the overall production, which will be fully sponsored by Continental Oil through Benton & Bowles in the Mountain Time Zone and in much of the Central Time Zone, in addition to one-sixth sponsorship by Union Carbide Consumer Products through William Esty. The network said last week that more orders are expected. ABC Radio's coverage will not duplicate the tv coverage.

ABC-TV will use a Remington Rand UNIVAC computer, which has predicted the outcome of all major elections since 1952. An ABC remote unit will pick up UNIVAC's forecast from the UNIVAC Service Center in New York about every half-hour on a special typewriter. The network's staff of 300 in New York will be located with the team of commentators headed by anchor man John Daly at Studio TV-1 at 7 W. 66th St. ABC-TV affiliated stations will present state and local election returns at five minutes before and twenty-five minutes after each hour.

On the equipment side, ABC-TV will use 30 cameras—eight in election headquarters, three at UNIVAC, three at Hyannisport and eight each in Washington and Los Angeles. Twenty-four teletypes and 30 telephones will bring returns to headquarters from staffers in 50 states. Special tv circuits have been ordered to key cities for special reports. Tallies on the special election total boards will be in large size figures on speedometer-like counters, which will be scanned directly by a tv camera. Donald Coe is producer of ABC News' *Election Night Report*.

A special ABC News *Election Aftermath*, featuring discussion by a group of ABC commentators and comments from political leaders, will be telecast Nov. 13 (Sun. 10:30-11 p.m.). A second ABC News post-election look at the next president and the action he can be expected to take in foreign and domestic affairs will be presented the following Sunday (Nov. 20) in the same 10:30-11 period. Entitled *Man and the Mandate*, the special report will originate in Washington and New York.

CBS-TV ▪ From CBS News Election Headquarters at Studio 65 in New York, CBS-TV will go on the air with its *Election Night 1960* at 9 p.m. Programming will revolve around anchorman Walter Cronkite. Directly behind him, viewers will be able to see latest presidential vote totals continually posted by the RAMAC 305 on an electronic tally board.

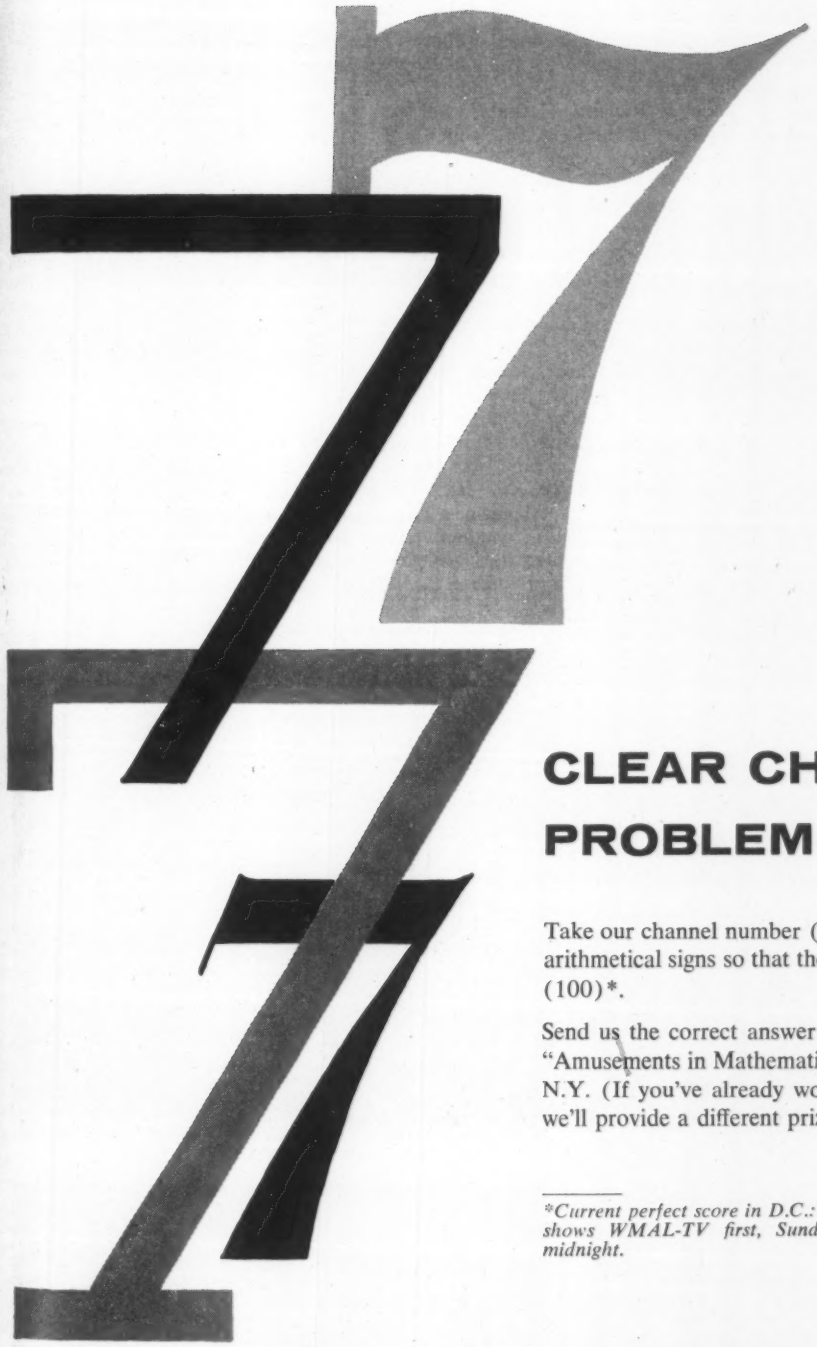
To speed up the flow of returns to the network, CBS News has constructed a "network" consisting of a telephonic system that ties individual CBS News election headquarters in every state capital to a battery of field phones at Studio 65.

Each state headquarters will have its own sub-network in key population centers, and every change will be telephoned directly to Studio 65. Returns also will be received by teletype over such conventional channels as the leased wires of AP and UPI. Instead of using copy boys, as in the past, to carry the returns across the studio, a conveyor belt will deliver returns to keypunch operators who will type returns directly into the IBM RAMAC 305 computer.

A special "Six Key States" electronic board will be presided over by Douglas Edwards. A bank of some 200 individual tally boards will be divided into four regional groupings of states, from which periodic reports will be handled by correspondents Charles Collingwood (East); Stuart Novins (Midwest); Grant Holcomb (Far West), and Charles Kuralt (South).

Other special coverage areas include: "Composition of Congress" board, with George Herman reporting; the analysis section, with Edward R. Murrow, Eric Severeid and Elmo Roper, advisor; live remote unit to report projections and analysis of the new 7090 computer at IBM headquarters in New York, handled by Howard K. Smith, and reports from a half dozen remote units stationed with the major candidates and at Democratic and Republican headquarters in Washington. A group of CBS News correspondents will form a round-table discussion of prospects when the presidential outcome is finally clear.

Presiding over the Central News Desk in Studio 65 will be an executive team headed by Sig Mickelson, president of CBS News, and John Day, vice president-news, CBS News. There will be 170 people in Studio 65 and more than 500 in the field. Westinghouse Electric Corp. through Ketchum, MacLeod & Grove will sponsor the election night broadcast, which will be produced



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Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C., **WSVA-TV** and **WSVA**, Harrisonburg, Va.

by Paul Levitan and directed by Vern Diamond.

NBC-TV ▪ Coverage will be bolstered with predictions from the new RCA 501 electronic data processing system, which will be used for the first time on television and in politics. Network coverage will switch periodically to the RCA Electronic Systems Center at 45 Wall St., New York, for forecasts of the popular and electoral vote. Tv coverage will begin with *The Texaco Huntley-Brinkley Report* (6:45-7 p.m.) and will continue after 7 p.m. as developments warrant until 8:30 p.m., when continuous coverage will start.

William R. McAndrew, vice president, NBC News, will supervise the entire coverage from NBC Election Central, which is being set up in Studio 8H in Radio City. Mr. McAndrew will be assisted by Julian Goodman, director, news and public affairs. Elmer W. Lower is operations manager in charge of NBC's own election news service. Reuven Frank is producer of election night coverage. Significance of the returns will be explained by NBC News correspondents Sander Vanocur (East); Frank McGee (South); John Chancellor (Midwest) and Merrill Mueller (West). Anchormen are Chet Huntley and David Brinkley. Richard Harkness will be stationed with the RCA 501, which will be fed returns from NBC Election Central via RCA's DaSpan, the first digital communications system designed to integrate electronic data processing with remote operations. Coverage also will include trend analysis by Samuel Lubell and reports from correspondents stationed with the leading candidates.

NBC-TV's sponsor lineup include one-sixth purchases by Thomas J. Lipton (Sullivan, Stauffer, Colwell & Bayles); Brown & Williamson (Ted Bates); B. F. Goodrich Co. and its dealers (BBDO); Sandura Co. (Hicks & Greist) and Cowles Magazines (McCann-Erickson) and a one-half purchase by Field Enterprises (Keyes, Madden & Jones). Approximately 1/12 of the coverage remained available last week.

The exclusive NBC-BBC trans-Atlantic cable film system will provide Britishers with their first look at the U.S. president-elect sometime between 6 and 9 a.m. (London time) Nov. 9. A two-minute segment of NBC news film, which will take about 200 minutes to transmit, will be televised by the BBC.

ABC Radio ▪ *Election Night Report*, with anchorman Bill Shadel heading a staff of analysts and correspondents reporting exclusively on the network, will begin at 8 p.m. Coverage will be sponsored by The Mennen Co. through Warwick & Legler Inc., and Philco Corp. through Maxwell Assoc. Inc. Twice every hour (at 25 and 55 minutes after) affiliated stations will offer up-to-the-minute returns of state and local elections.

John Daly, ABC News chief, and commentator Quincy Howe will be heard on both ABC Radio and ABC-TV with reports and analyses of the

It'll be a field day for the electronic computers

Television networks will rely on electronic computers for help in toting the millions of ballots voters will cast on Nov. 8. ABC-TV (right, top) will use the Remington-Rand UNIVAC, which Dause L. Bibby (1) Remington-Rand president is explaining to Oliver Treyz, ABC-TV president, to predict the election's outcome. CBS-TV (below, left) will furnish an up-to-the-minute picture of returns with the aid of an IBM RAMAC 305, which Dr. G. Truman Hunter (1) of IBM discusses with Sig Mickelson, president CBS News (r) and Paul Levitan, producer. NBC-TV (below, right) expects to know the results of the election early in the evening with the aid of the RCA 501 data processor. Shown with the unit are (l to r): Dr. John Mauchly, president, Mauchly Assoc.; Dr. Jack Moshman, vice-president, C-E-I-R Inc.; Arthur A. Katz, RCA manager of the project, and (seated) Carol Guthrie, who will operate the 501 for NBC.

ABC's Remington-Rand UNIVAC

CBS' IBM RAMAC

NBC's RCA 501

ABOUT EARNING AN INCOME -AS AGREED

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The man who invests his money invests his whole dollar—he *cannot* hold back part of it. The man who invests his skills has a natural instinct to deliver a full day's work for a full day's wages. However, conditions have been developing in many industries that virtually encourage an employee to hold back part of what he has agreed to deliver.

These conditions are weakening the age-old American tradition of a pound for a pound. Correcting them can go a long way toward strengthening the moral fiber of the whole national character.

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These rigid steel sheets—strong as only steel is strong—resist corrosion even when painted surfaces are scratched through.

returns. Don Goddard will report UNIVAC's evaluations and projections of the changing vote totals. Statistician Louis Bean and correspondent Julian Anthony will report trends and features. Other assignments include: Edward P. Morgan (with Sen. Kennedy at Hyannisport, Mass.); Virgil Pinkley (with Vice President Nixon in Whittier, Calif.); Al Mann (with Sen. Lyndon Johnson in Texas); Charles Ashley (with Ambassador Henry Cabot Lodge in Washington); Ed Silverman (Democratic headquarters, Washington), and John Edwards (GOP headquarters, Washington). The entire radio-tv program will be coordinated from ABC News Election Headquarters control unit in New York, where more than 300 persons will tabulate and summarize returns. More than 700 other ABC personnel will be on duty in ABC News bureaus in Washington, Chicago, Detroit, Los Angeles, San Francisco and at key affiliated stations.

CBS Radio ▪ Lead-off man for the team of newsmen reporting the election returns on CBS Radio will be Eric Severeid, whose *News Analysis* program will be broadcast Nov. 8 at 7 p.m. EST, the time when polls close in some parts of the East. Robert Trout, anchor man for the team, will take up the all-night vigil at 7:05 p.m. and work until the conclusion of the contest. Others on the team include Blair Clark, Bill Downs, George Herman, Allan Jackson, Bill Leonard, Edward R. Murrow, Howard K. Smith, Robert Trout and Dallas Townsend. CBS Radio's *Election Night 1960,* produced under the over-all supervision of CBS News' Robert A. Skedgell, assistant director of news, radio, will be sponsored by Westinghouse Electric Corp.

NBC Radio ▪ Coverage begins with the broadcast of returns on hourly newscasts throughout the day and a complete summary of latest returns on *News of the World* from 7:30 to 7:45 p.m. Later developments will be reported on the hourly newscast from 8 to 8:05 p.m., when continuous coverage will start. Radio anchormen will be Morgan Beatty and Robert McCormick. Russ Tornabene is radio coverage producer. Correspondents and their assignments include: Frank Bourgholtzer (East); Peter Hackes (South); Martin Agronsky (Midwest); Elmer Peterson (West); Roy Neal (San Francisco); Louis Lyons (Boston); Leif Eid (Democratic headquarters, Washington), and Ned Brooks (Republican headquarters, Washington).

Sponsors of NBC Radio's election night coverage will be the same as during the network's political conventions coverage. The Mennen Co. and S. C. Johnson Co. each bought one-quarter, while the remaining half goes to the affiliates for local sale.

Mutual ▪ More than 140 persons have been assigned to handle various tasks on Election Day. Mutual's programming, timed to begin at 8:50 p.m., is to be presented by the Liggett & Myers Tobacco Co. (Oasis cigarettes) and is part of the conventions-elections news and special programming package sponsored since mid-July by the tobacco firm. Stephen J. McCormick, MBS news vice president, will be in charge of the coverage operations, which will be on the air until the election pattern is clearly established.

Mutual's own staff of newsmen will be complemented by 43 members of the Mutual Affiliates Correspondents Corps, *Newsweek* magazine byliners and the network's overseas correspondents. Each is assigned to a specific area of the nation. The network's Washington headquarters will be the central control point for the Nov. 8 broadcasts, with MBS commentator Taylor Grant assigned as anchorman. Earliest returns are expected to be broadcast at 6 a.m. during Claude Mahoney's first newscast. These would be scattered reports from rural areas which open the polls after midnight and announce results in pre-dawn hours. Throughout the day results will be carried on Mutual's twice-hourly *Operation Newsbeat* newscasts.

The Associated Press announced its election coverage will involve some 70,000 election workers who will collect and compile results for the news service's 2,042 radio and tv stations and 1,778 newspapers. Sixty extra wires and hundreds of extra teletype printers, installed in stations and newspapers around the nation, will report the White House race and the battles for 34 Senate seats, 437 House seats and 27 state governorships.

WATCHDOG STALKS STATIONS

NAB interprets Yarborough letter as being interested mainly in equal time complaints

The Senate watchdog subcommittee spent last week investigating complaints charging campaign prejudice by broadcasters but did not find any examples of unfair treatment of candidates.

Hundreds of stations sent files of complaints they had received to the subcommittee, headed by Sen. Ralph W. Yarborough (D-Tex.), according to Creekmore Fath, majority counsel.

They responded in an atmosphere of confusion as NAB, networks, stations and attorneys tried to interpret a letter sent to all broadcasters by Sen. Yarborough (BROADCASTING, Oct. 24).

This letter was widely construed as a sweeping subcommittee demand for all campaign complaints received from candidates or the public. The letter called for transmission of complaints within 24 hours.

NAB announced, after conferring with Mr. Fath, an interpretation of the Yarborough letter. Tone of the NAB statement indicated the subcommittee's demands bore little relation to the construction placed on the letter by attorneys and networks.

But Mr. Fath made this observation after reading the NAB statement, "Our letter speaks for itself and needed no clarification in the first place."

Hundreds of stations "found no difficulty in understanding the letter and in complying with its request for information," Mr. Fath said.

"In every case, with one exception, the station and complainant were able to get together and resolve the difficulty. We've investigated a slew of complaints. After hearing from stations, we contacted them by telephone or telegraph."

Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee described the Yarborough letter as an irritant and minimized importance of the request for complaints. He made his remarks Oct. 25 in a panel session sponsored by the Seattle Chapter, Academy of Television Arts & Sciences (story on page 76).

Equal Time Issue ▪ Clair R. McCollough, Steinman Stations, chairman of the NAB Policy Committee, announced after an Oct. 24 conference with Mr. Fath that the watchdog subcommittee was mainly interested in campaign complaints based on requests of candidates for equal time (see text of McCollough letter below).

This was construed by some industry sources as a major backing away from the demands of the original Yarborough letter, which appeared to make sweeping demands to tell the subcommittee about all complaints dealing with time requests and discrimination in handling of political news, opinion and candidates.

Mr. Fath, it was felt, made another important concession by requiring records of phone complaints only if a station already is using a system of logging calls.

Accompanying Mr. McCollough at the conference were Douglas A. Anello, NAB chief counsel, and Hollis Seavey, assistant to the vice president.

While this conference was described as clearing up a number of points of confusion, the watchdog subcommittee's original letter was described by one attorney as going beyond the scope of its authority. The subcommittee is em-

powered to examine, investigate and make a complete study of election handling by broadcasters. However, the subcommittee letter to all stations contained this phrase, ". . . . to better assure fulfillment of the national policy of fairness and impartiality in . . . these last three crucial weeks prior to our national election." This was construed as subcommittee assumption of punitive powers never intended when it was created. Mr. Fath said the subcommittee merely intends to investigate complaints.

Notes & Angles ▪ ABC networks last week supplied Mr. Fath with copies of a number of complaints received from viewers. They dealt mainly with such matters as bad camera angles on a candidate and the use of notes by Sen. Kennedy in a debate with Vice President Nixon.

NBC and CBS had not yet responded to the Yarborough letter as the weekend approached, according to subcommittee sources.

Among complaints being investigated by the subcommittee was one from Roger Kent, Democratic chairman, who charged unfair allocation of time. He specified television stations KPIX (TV), KRON (TV), and KGO-TV and educational KQED (TV) and radio stations KGO and KCBS. All are in San Francisco. Mr. Kent, who sent his complaint to the FCC as well, demanded free time for a Democratic reply to an Oct. 20 address by President Eisenhower, charging it was partisan, an attack on the Democratic presidential nominee and endorsement of the Republican nominee. KQED offered equal time for a reply, specifying either Adlai Stevenson or ex-President Truman as speaker.

Mr. Fath said the subcommittee had asked Mr. Kent for documentary support and the stations for their answers to the complaint.

Around the industry the opinion was expressed by several attorneys that stations were not required to comply with the Yarborough demands, contending the letter went far beyond the subcommittee's study powers.

After the conference with Mr. Fath, Mr. McCollough issued this statement:

"Members of the NAB staff and I met this morning with Creekmore Fath, counsel for the Subcommittee on Freedom of Communications. The meeting was held as requested in a wire sent to Sen. Yarborough last week, for the purpose of securing clarification of some of the items contained in his letter of Oct. 14 to all broadcast licensees.

"Mr. Fath indicated at the outset that the interests of the subcommittee center primarily upon requests for equal time on behalf of candidates and requests for availability of time for political spokesmen and parties. All oral and written complaints regarding the availability of time on the air made since the receipt of Sen. Yarborough's letter that fall within these two categories must be reported to the subcommittee within 24 hours. While some of this information comes within the scope of the FCC questionnaire issued last August, Mr. Fath said that he is interested in receiving this information now so that any irregularities can be corrected before election day.

"With respect to telephone calls—anonymous or otherwise—raising questions of discrimination, if no record is kept there is no obligation upon the licensee to set up a method of logging calls and forwarding them to the subcommittee. However, if a record of these calls is presently being kept, the subcommittee expects this information to be forwarded to it.

"We assured Mr. Fath that the industry was most anxious to cooperate and that he would find little, if any, evidence of industry discrimination."

STRAUS FOR KENNEDY

Endorses Democratic slate in broadcast editorials

What is believed to be a precedent in broadcast editorializing was set last week by the Straus broadcasting group stations (WMCA New York, WBNY Buffalo), which declared their advocacy of Sen. John F. Kennedy for president. Although a number of stations have taken stands on local candidates and issues in recent years, it was difficult to recall an instance of broadcast editorial support in a presidential campaign.

The stations offered equal time to Vice President Richard Nixon or his running mate, Henry Cabot Lodge, for "any commentary they might care to make at any time or any place that most suits their convenience." There had been neither reaction nor acceptance from them by last Thursday.

The editorials, broadcast Wednesday and Thursday nights at 10:35 p.m., were presented by Nathan Straus, chairman of the Straus group. He preceded his stand for Sen. Kennedy with a description of the FCC's earlier positions on editorializing and the efforts broadcasters had made to earn the privilege of airing opinions. Mr. Straus noted the "Mayflower decision" held that stations could not editorialize without jeopardizing their licenses. "This is an editorial which would have been illegal a decade ago," Mr. Straus said during the broadcast, adding that "the edict seemed unreasonable and unjust. Thus, WMCA determined to broadcast editorials—even though it might risk loss of its license. The problem seemed sufficiently crucial to make an issue of it." WMCA began editorializing in 1954.

The 1941 Mayflower decision was directed against WAAB Boston, owned

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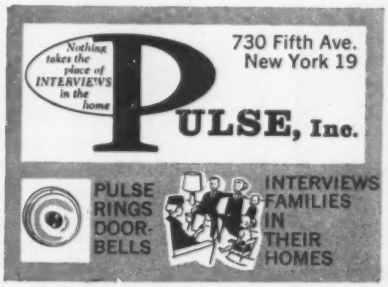
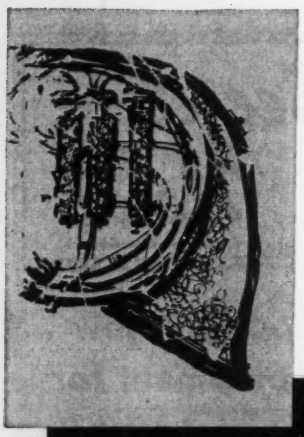

Nothing takes the place of INTERVIEWS in the home
730 Fifth Ave.
New York 19
PULSE, Inc.
PULSE RINGS DOOR-BELLS
INTERVIEWS FAMILIES IN THEIR HOMES



by Mayflower Broadcasting Corp. WAAB had taken an editorial stand on candidates in various elections and on controversial issues. Hesitating to renew the station's license, the commission held that "in brief, the broadcaster cannot be an advocate." WAAB's license was renewed after it assured the FCC it would discontinue editorials. The decision was never challenged.

FCC Reversed Course ▪ In 1949, however, the FCC overturned the Mayflower decision after lengthy hearings. It said then that editorials within reasonable limits and subject to fairness (by seeking out and presenting opposing arguments) would not be contrary to the public interest, but adding that "the opportunity of the licensee to present such views as they may have on matters of controversy may not be utilized to achieve a partisan or one-sided presentation of issues."

Despite the 1949 decision, broadcasters were generally reluctant to venture into editorializing until the mid-50's, believing that the FCC had not voiced sufficient approval of editorials to warrant risking their licenses. Activity in this area has accelerated in recent years, encouraged by (1) an increasingly favorable FCC attitude as reflected in various actions and comments, and (2) the fact that those stations which editorialized have not yet gotten into serious trouble.

The Straus editorial last week was broadcast only on the two occasions, and will not be repeated. R. Peter Straus, president, said that to continue broadcasting the editorial would make it impossible for the opposing viewpoint to "catch up." He noted also that newspapers customarily make but one announcement of their support for a candidate, although their general editorial policy may repeatedly favor one position.

Nathan Straus has long been a prominent Democrat. He was a New York state senator in the 20's, administrator of the U.S. Housing Authority during

They've been at it eight months

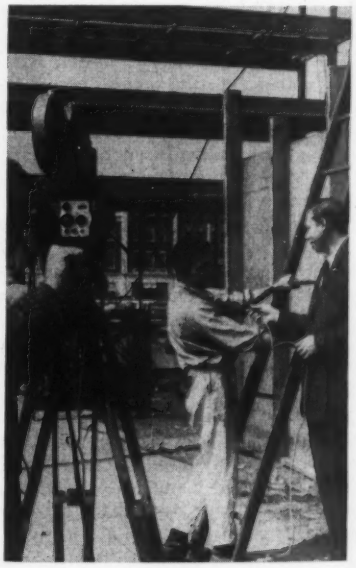
An eight-month series of election year coverage by WNHC-TV New Haven, Conn., Triangle station, has been sponsored by The Union & New Haven Trust Co. By election day, the station will have carried more than 30 specially produced programs. The series is entitled *Election 60 Spotlight*.

The idea of a wide-range election series was evolved last April by Howard W. Maschmeier, WNHC-TV general manager, with emphasis on what the average man feels about the issues and candidates. Contracts were signed in late April by John Cundiff, WNHC-TV sales manager, and Edward M. Gaillard and Ogden Ross, respectively president and assistant vice president of the bank.

Programs have included debates, quizzing of politicians, man-in-street interviews, news conferences, historical background, pre-convention features, special reports from the national conventions and coverage of state conventions. A 10-man Triangle Station group fed film and audio reports during the national conventions. Over 1,200 service information promos were scheduled.

The bank prepared counter cards for its branch banks. The cards have changeable sections for weekly inserts. Thousands of presidential handbooks were distributed at bank offices. Special commercials were written by Dan Hodges, of Merrell Anderson Co., the bank's agency. They were produced by WNHC-TV.

Election night returns will continue until a President is deemed elected, winding up the bank's series. WNHC-TV will operate two election headquarters to report on state and national returns. They will be located at the station and at the Statler Hilton hotel in Hartford. Each will be completely staffed and two cameras will be sent to Hartford.



Man-in-street interviews were included in Union & New Haven Trust Co.'s eight-month political series on WNHC-TV New Haven. Here a construction worker is interviewed on the job.

the Roosevelt administration and chairman of the Mayor's advisory committee in New York under Democratic Mayor Robert Wagner. He has been a delegate to every Democratic convention from the 20's through 1956. Peter Straus, his son, was a Democratic delegate this year.

Political sidelights . . .

Setting record straight ▪ WTEN (TV) Albany, N. Y., and WROW, its radio affiliate, were asked by Vincent O'Brien, Henry Cabot Lodge's news secretary, to submit Mr. Lodge's actual remarks dealing with possible appointment of a Negro as cabinet officer. The stations supplied an audio transcript which was said to have revealed that Mr. Lodge was misquoted by a wire service. Feeds were given CBS and other stations. *The New York Times* asked for a transcript, and both AP and UPI heard playbacks of the tape. The audio recording showed Mr. Lodge used the word "predicted" rather than "promised' in connection with the cabinet statement.

'Voter-Cade Day' ▪ WBZ-AM-TV Boston will hold a day-long get-out-and-vote promotion Nov. 5. Three separate Voter-Cades will travel a total of 220 miles, visiting 22 communities. Each Voter-Cade will have a police escort, WBZ news wagon, sound truck, fleet of convertibles with station personalities, Dixieland band on a float and a bevy of models who will distribute stickers and balloons. A live telecast is scheduled 4-4:30 p.m., with the public invited to the studio, and a radio program is planned 6:15-7 p.m. Mayor John Collins of Boston is to sign a proclamation designating Nov. 5 as WBZ-AM-TV Voter-Cade Day. He will present the city's symbolic key (a bean pot) and scroll to Donald H. McGannon, president of Westinghouse Broadcasting Co. A grand finale will consist of a torchlight rally in downtown Boston.

CBS scoop ▪ CBS Radio's *World News Roundup* program Oct. 24 revealed information contained in an unreleased U.S. report on America's prestige abroad. CBS News said it learned from unimpeachable sources in Europe that secret American government reports show overwhelming belief that Russia will be militarily stronger than the U.S. in 1970. The network said this is the U.S. Information Agency report which Sen. J. W. Fulbright (D-Ark.) contended the government was surpressing. The CBS broadcast was picked up by the wire services and was mentioned frequently in the press and on other newscasts last week.

Even dozen ▪ Presentation of the six Democratic incumbents and their Republican opponents for the six congressional districts in Philadelphia County began on WIBG Philadelphia yesterday (Oct. 30) and also will be heard Nov. 6, from 1-2 p.m. Newsmen of the Storer station are contacting constituents in Pennsylvania Districts 1 through 6 to obtain questions which they'll ask the candidates on the program, *Philadelphia Speaks Out: The Election*, according to John C. Moler, WIBG managing director. WIBG is offering the programs for rebroadcast to other area stations.

Across the board ▪ Debates between Democratic and GOP candidates for several public offices are being carried Sundays by WHEC-TV Rochester via video-tape, with audio portions carried on WHEC later in the day. Formal debates are carrying candidates for Districts 1 through 4 of state assembly and Districts 51 and 52 of state senate.

Over the line ▪ Two half-hour debates by GOP challenger Charles Mathias Jr. and incumbent Democrat John Foley for 6th congressional district in nearby Maryland are being carried by WWDC Washington, D.C. First meeting was Oct. 10, second is today (Oct. 31).

Corinthian seeks views of its political news

A survey conducted by Corinthian Broadcasting Corp. among approximately 1,000 opinion leaders in Texas, Oklahoma and Indiana points up the value of local television coverage of national political conventions and the need for expanded local tv programming on a variety of state and local issues.

Corinthian's survey was conducted early this month to gauge the impact of its local coverage of the political conventions last July. The major findings of the project were: opinion leaders want to see local tv coverage of national events from their state viewpoint; the localized convention story not only heightened a feeling of personal political participation but also influenced the views of many about the role of their state delegates and about national issues relating to their community; an overwhelming majority of the respondents favored additional local tv programming on state and local issues, ranging from housing to schools to old-age problems.

The results of the study were announced last week by C. Wrede Petersmeyer, Corinthian president, during a news conference in New York. An evaluation of Corinthian's coverage, which was favorable, was presented by a panel of speakers including Leo Cherne, executive director of the Research Institute of America, New York; Gilbert Seldes, head of the Annenberg School of the U. of Pennsylvania, and Bruce Felknor, executive director, the Fair Campaign Practices Committee.

F

Flu·id

(flo͞o′id) *adj.*

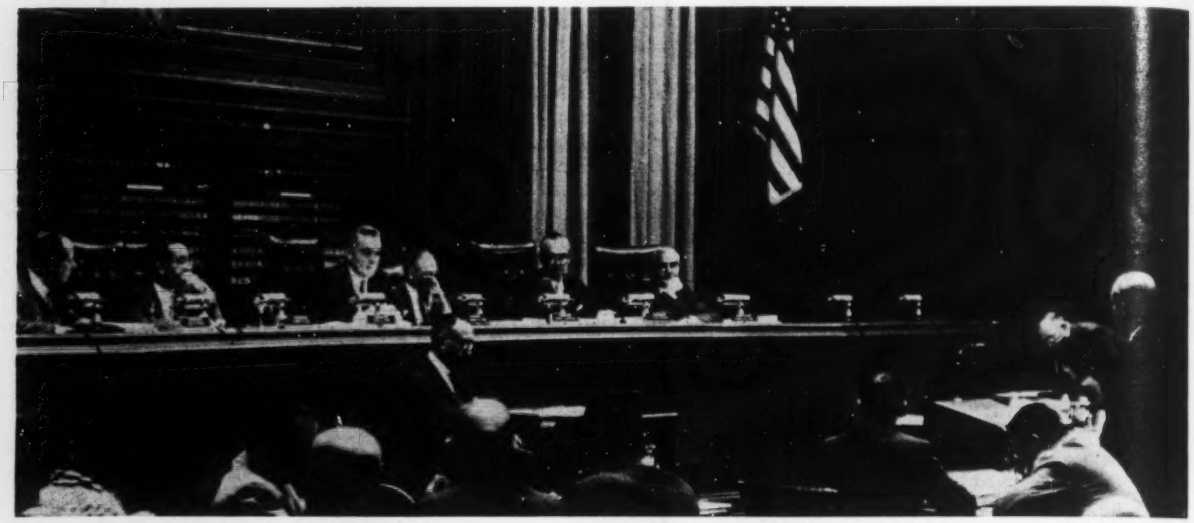
1. free to change in form
2. *e.g.* adaptability of **wmca**'s programming to keep up with changing times.

the straus broadcasting group

wmca NEW YORK AM Radio Sales

wbny BUFFALO ■ Jack Masla & Co., Inc.

rpi RADIO PRESS INTERNATIONAL



The sumptious chamber of the Interstate Commerce Commission was borrowed last week for the FCC's hearing on the first application for pay tv—RKO General's for Hartford, Conn. RKO General counsel W. Theodore Pierson is at the lectern; on the bench are all commissioners except Commissioner Rosel H. Hyde who is in Mexico on official business. From l to r are Commissioners John C. Cross, Robert E. Lee, Chairman Frederick W. Ford, Robert T. Bartley, T. A. M. Craven and Charles H. King.

SHOULD HARTFORD PAY FOR TV?

Yes, says RKO General, at FCC hearing on its proposed three-year fee trial; theatre owners and NAB are opposed

The battle of pay tv over the air was joined last week in Washington. The contestants were RKO General, seeking FCC permission to conduct a three-year trial in Hartford, Conn., and Connecticut theatre owners backed by fellow exhibitors throughout the country, opposing this request.

The broadcast industry was barely permitted to express its views in opposition due to the technical legal limitations set on the hearing.

The five-day hearing—which included two night sessions, one Thursday night and one scheduled for Friday—was highlighted by the merciless, two-day grilling of Thomas F. O'Neil, president of RKO General, by Marcus Cohn, counsel for the Connecticut Committee Against Pay Tv and five Hartford theatre owners.

In an aggressive, slashing attack, Mr. Cohn charged:

- Pay tv would spell the death of free tv.
- The public would be forced to pay for programs it now gets free over the air.
- Prices to be charged for toll tv are "outrageous."
- If RKO General goes into Phonevision it may be violating the Paramount Pictures consent decree.

The testimony, including stormy squabbling between W. Theodore Pierson, counsel for RKO General, and Mr. Cohn, took place before the full FCC. Commissioner Rosell H. Hyde was absent. He is in Mexico City on commission business. Louis C. Stephens acted as commission counsel.

Three-year Plan ▪ RKO General is asking the commission to approve a three-year trial of the Phonevision system of subscription tv over its ch. 18 WHCT (TV) in Hartford. RKO General bought WHCT earlier this year.

The FCC last year agreed to accept pay tv applications on a trial basis. RKO General is the first and, so far, only such applicant.

Allied with RKO General in the proposed Hartford test is Zenith Radio Corp., developer of Phonevision, and Teco Inc., the company holding the license to promote Phonevision. Zenith began plumping for pay tv in 1948.

Teco only recently announced the employment of Broadway motion picture-tv producer Leland Hayward to produce Phonevision productions.

Hovering in the wings is Congress. There were intimations throughout the last few years when the FCC was considering pay tv that Congress would oppose any sanction of subscription tv. This happened in 1958 when Rep. Oren Harris (D-Ark.), chairman of the powerful House Commerce Committee, caused the commission to back down from its first tentative decision to permit tests. There have been public statements by other congressmen and senators opposing fee tv.

Last week, Rep. Emanuel Celler (D-N. Y.), chairman of the House Judiciary Committee and of its antitrust subcommittee, bluntly told the FCC it should not authorize the Hartford test. Let Congress handle this, he said (see page 75).

Authorize Phonevision or We Give Up ▪ The principal witness for RKO General was Thomas F. O'Neil, president of the company. He was on the witness stand three days, including two days of cross-examination by Mr. Cohn.

Mr. O'Neil made two major points at the outset of his testimony:

- RKO General will have to surrender its license for WHCT unless it can engage in pay tv. The station has lost, or will lose on a projected basis to Sept. 30, 1961, a total of $679,479. This includes losses of $338,057 from Jan. 1, 1959 to June 30, 1960 under its

previous owner, and $62,745 from July 1 to Sept. 30 of this year under RKO General ownership.

▪ The three-year subscription tv test will result in a loss of $1 million—even though an estimated $15 million in revenue is projected.

This estimate is based on 50,000 Phonevision subscribers, with each subscriber spending at least $2.50 per week.

About $2.6 million will be spent on procuring programs; the remainder on operating and other expenses.

The pay tv operation, Mr. O'Neil explained, will run from 7 p.m. to 11 p.m. every night of the week. From 5 p.m. to 6 p.m., Mondays through Fridays, educational programs for a fee will be presented.

Also reserved for Phonevision operation will be a three-hour period, from 2 p.m. to 5 p.m. on Saturdays and Sundays, and a 30-minute segment, from 5 p.m. to 5:30 p.m., on Sundays.

This adds up to 40 hours of subscription tv weekly, Mr. O'Neil said. He emphasizel, however, that only 17 of these hours are what he called "unduplicated." The other time, he explained, was allocated for duplication of programs.

WHCT will continue to operate as a conventional tv station for 30 hours a week, he said.

Films at Night ▪ The basic program fare for the 7-11 p.m. period each night, Mr. O'Neil testified, will be motion picture feature film. Also to be presented in these hours will be legitimate stage plays, opera, ballet and symphony orchestras.

The motion picture segment will be operated like a conventional theatre, he said, with three changes of the bill each week. Each attraction will have two showings an evening.

Sports events will mostly be carried on Saturday afternoons or Friday evenings. Children's programs will be presented on Saturday afternoons and "art" films on Sunday afternoons.

Among educational programs, Mr. O'Neil suggested, might be a medical presentation beamed for physicians and surgeons but closed to the general public.

$10 Installation Fee ▪ A maximum fee of $10 will be charged for the installation of each decoder, Mr. O'Neil declared. Each subscriber will be required to pay up to 75¢ a week as a rental or maintenance charge. The installation will be cancellable virtually at the will of the subscriber, Mr. O'Neil stated, but if there is no rental fee there may be a minimum of 75¢ weekly required of the customer.

The per program charge will run from 25¢ (for a children's show) to $3.50 (for a legitimate Broadway play), Mr. O'Neil disclosed.

Movie prices will run from 75¢ to $1.50, he said.

Hartford viewers spend 1.5 billion hours yearly watching tv, Mr. O'Neil stated in submitting a study of that market. If all 50,000 subscription customers watched all Phonevision unduplicated programs, he explained, this would mean that subscribers would watch 44.2 million hours a year. This, he said, is a ratio of 2.85%—less than the usual statistical error published for many rating services.

Impact Explained ▪ Excluding WHCT, there are 29,675 hours of telecasting in Hartford per year, Mr. O'Neil pointed out. If the maximum number of hours of pay tv telecasting is 2,080, he said, the ratio would be 7%.

This would mean, he stressed by implication, that there should be no discernible difference in regular tv viewing in Hartford even with a pay tv operation underway.

Only three present WHCT programs would disappear from the Hartford tv scene, he pointed out. These are *Open End, Harness Racing* and *Piano Tops.*

Programs comparable to those blacked out on WHCT are carried by other Hartford tv stations, he explained. The bulk of these are feature films, he said.

The basic premise determining whether a program will be acquired for pay tv, Mr. O'Neil stated, is whether it is a "box office" attraction.

This means, he said, that it must be the kind of an attraction which is not carried on conventional tv broadcast stations and for which an admission price is charged.

This refers, he said, to such programs

Tom O'Neil last week came close to losing his temper several times under cross-examination but didn't. The RKO General president testified for three grueling days on his company's application to start pay tv.

Zenith, the company which developed the first pay tv system, has a great stake in its future. Joseph S. Wright (l), Zenith president, religiously attended every moment of the five-day hearing before the FCC last week. He was called to testify late Thursday and was on the stand Friday also. Seated with Mr. Wright is John B. Poor, RKO General vice president, whose company wants to institute Phonevision in Hartford.

as current, first-run movies, concerts or sporting events.

Won't Buy Programs From Tv ▪ RKO General will not negotiate for any program or sporting event generally on conventional tv, Mr. O'Neil pledged. Nor will it take a program ordinarily available for tv, but withheld in the Hartford market because its entrepreneurs hope to sell it to Phonevision, he added.

"It is not our intention," the RKO president said, "to deprive the area of regular, normal tv programs by outbidding conventional tv for the rights. We do not intend to deprive the Hartford viewer of what he can see ordinarily on advertising tv."

Mr. O'Neil developed this point later in his testimony. He said:

"We are not going into competition with conventional tv broadcasters for program material. We will be in competition with movie theatres, legitimate stage theatres and sports arenas."

Mr. O'Neil made it clear RKO General has entered into no commitments for programs but said there have been discussions with program suppliers.

After a sharp controversy among the lawyers, FCC Chairman Frederick W. Ford ruled that Mr. Cohn had the right to delve into this subject to a limited extent. Mr. Pierson then entered in the record a list of contacts made by, or in behalf of, RKO General with motion picture producers and other program suppliers. These explorations began June 23, when Mr. Pierson contacted a number of officials of MGM, Columbia Pictures and Warner Bros. in New York.

There were 28 such meetings from that time to the present, the list disclosed. Many were made by Joseph S. Wright, president of Zenith; or by Pieter van Beek, president of Teco.

Visits to various educational institutions (Yale U., Harvard U., MIT, among others) were made by Paul Mowrey, tv consultant hired by RKO General. In addition Mr. Mowrey contacted such other organizations as the New York Philharmonic Society, the Metropolitan Opera Assn., the Theatre Guild, David O. Selznick Organization.

No Commercials ▪ There will be no commercials on Phonevision, Mr. O'Neil declared. Programs may be interrupted, however, for special news bulletins or for special public service announcements, he added during questioning by counsel.

Mr. O'Neil agreed to survey the Hartford audience both before and during his Phonevision operation.

He stated unequivocally he would give other Hartford tv stations permission to engage in Phonevision operation "on fair terms."

He said RKO General would prohibit the resale of programs by customers. There are no plans for color subscription tv at present, he said, although he understands there is a decoder for this. He expressed the hope that WHCT could start operating its pay tv service within six months after the FCC granted the application.

Operations would begin, he noted, when the system had 2,000 subscribers.

Attack On Application ▪ The attack by Mr. Cohn centered on two targets:

▪ Publicity about the nature and programs to be presented on Phonevision.

▪ The possible violation of the 1948 Paramount Pictures consent decree which forbids movie producers from owning exhibition theatres.

Mr. Cohn introduced an advertisement in the April 4 *Hartford Times* that referred to the charge for installation of the decoders as "a few dollars."

Mr. O'Neil and the RKO General application indicated that the charge for decoder installations might run as high as $10.

The same advertisement, Mr. Cohn pointed out, stated that subscription tv programs on WHCT "will occupy only a few hours of the broadcast day." How, he asked, can this be reconciled with testimony that WHCT would turn to pay tv 7 p.m. to 11 p.m. daily?

A brochure issued by WHCT and sent to Hartford viewers, Mr. Cohn noted, speaks of feature films on pay tv such as *Ben Hur* and other current first run movies. How, he asked, can this be true when Mr. O'Neil has said no commitments have been made for programs and the application specifically refrains from naming any pictures or titles?

Mr. O'Neil answered this by stating RKO General intended to provide motion pictures of the calibre of those mentioned in the brochure. Therefore, he said, this was not misrepresentation.

In his questioning Mr. Cohn implied that WHCT had promised the Hartford public that *Open End, Harness Racing* and *Piano Tops* would be continued. Mr. O'Neil said he knew nothing of this.

Mr. O'Neil had testified that these three programs would be the only ones on WHCT which the public would not receive from other stations in the market.

Paramount Case ▪ Mr. Cohn elicited from Mr. O'Neil that RKO General still had some interests and income from motion pictures made by the now defunct RKO Pictures Corp. RKO Pictures was owned by RKO General from 1955 to 1957.

At one time RKO had 1,000 pictures under license, Mr. O'Neil said. It now has interests in about 50, he added, of which only 12 or 14 are good for Hartford.

This line of questioning caused Mr. Pierson to object. Mr. Cohn stated he was inquiring into the subject because there seemed a possibility RKO General's entry into pay tv might violate the 1948 Paramount consent decree. He also stressed that because of RKO General's interest in some of the old RKO Pictures features, this would give RKO General a monopoly position in Hartford vis-a-vis local theatres.

Mr. Pierson, attacking the admissibility of the *Hartford Times* advertisement, remarked that these representations must be weighed against the "climate" in Hartford at the time. He implied that motion picture exhibitors were sowing misrepresentations about

They didn't look like men whose business was threatened with death, but these movie exhibitors were intent on every word spoken at the FCC hearing on pay tv last week. They are (l to r): Morris Kepp1er, General Theatres Inc.; Bernard Menschell, Outdoor Theatres Corp., and Philip F. Harling, chairman of the national Joint Committee Against Pay Tv.

WHCT and Phonevision around Hartford.

Mr. Cohn asked whether Mr. O'Neil was acquainted with the activities of Ted Leitzell in Hartford. Mr. O'Neil said he was not. Mr. Leitzell is public relations director for Zenith.

Cost of Decoders ▪ Terming "outrageous" the charge that is proposed to be made for decoders—up to $10 for installation and 75¢ per week for maintenance—Mr. Cohn claimed that five years ago Zenith told the FCC that the decoder could be manufactured for $50.

Mr. O'Neil previously had said the decoder cost could run about $125 each.

If RKO General is now planning to charge 75¢ a week for rental of the decoder, Mr. Cohn stated, this means the decoder cost will be amortized within 18 months. Because of this, Mr. Cohn charged, the cost of the decoder was doubled to "sustain the reasonableness" of the weekly charge.

Mr. Pierson challenged Mr. Cohn's reference to the 1955 Zenith statement's. In 1955, Mr. Pierson said, Zenith stated that decoders produced on a mass basis would cost about $50. The 50,000 decoders for the Hartford test, he said, could not be called mass production. Mr. Pierson called attention, also to Zenith's proposal in 1955 to sell the decoders at $1 per week.

RKO General, he said, has based its arrangement with Zenith on a 50,000-decoder formula. Mr. O'Neil amplified this by stating the cost of decoders to RKO General would be at cost plus 12.5%. Thus, he added, the unit cost could be less than $125, "maybe even $50."

Sex Is A Four-Letter Word ▪ No motion picture without the seal of approval will be considered for Phonevision, Mr. O'Neil stated categorically. "I assume that any picture without a seal would be of such questionable nature," he said. "that we wouldn't want to look at it."

This observation was prompted by questions from Mr. Cohn dealing with sex and offensive scenes in many of today's top box-office motion pictures as well as the common use of "four letter words" in many popular stage productions.

Current films referred to were "On the Terrace," "Suddenly Last Summer," "The Apartment," and others.

At one point Mr. Cohn asked Mr. O'Neil whether there was a correlation between sex and box office attractions.

"I'm not an expert on that!", the RKO president snapped.

Motion pictures would be edited to eliminate such improprieties, Mr. O'Neil promised.

The language of stage plays could be overcome in two ways, Mr. O'Neil said. The plays could be taped, and edited, or the play could be "cleaned up" for the performance that was being telecast.

In any event, Mr. O'Neil stated, "the criterion is our obligation as a broadcast licensee . . ."

Both Sides ▪ Quizzed about policy respecting the showing of controversial movies or plays, Mr. O'Neil expressed momentary surprise that there might be need to consider presenting an opposing viewpoint. He recovered quickly, however, and stated that WHCT Phonovision would follow FCC regula- and policy.

There was much discussion about the relationship of RKO General and Teco and Zenith.

Zenith will manufacture the decoders and other equipment for the Phonevision test, Mr. O'Neil explained. Teco will help with planning, promotion and programs, he said.

Mr. O'Neil agreed that RKO General's contracts with Zenith provide that that company will receive one-third of RKO General's net profits from Phonevision under certain conditions.

He also identified that the arrangements with Teco call for 12½% of gross revenues to go to Teco.

He emphasized that contracts with program suppliers will be made directly by RKO General and stressed it retains the right to accept or reject any program offered, or time scheduled, by Teco.

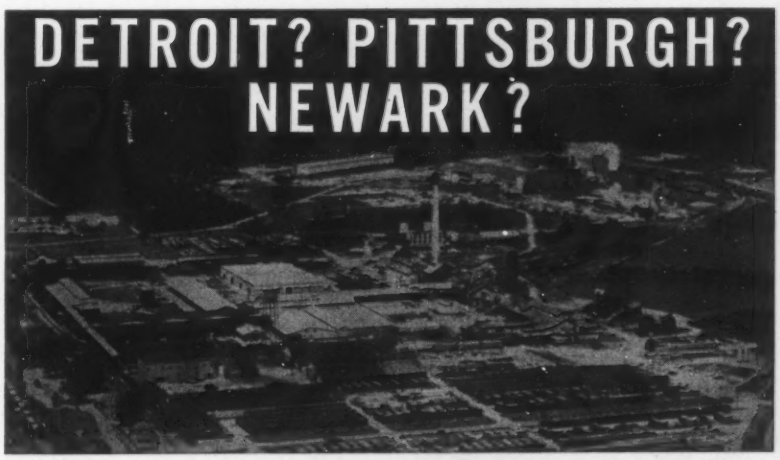
At one point, Mr. O'Neil agreed there might be some merit in offering volume discounts to subscribers. At another period of the hearing, he discussed the question of rebates where the tv set goes bad during a Phonevision program. Although he did not want to make a blanket promise, he said, refunds might be in order but this would have to be determined on a case by case basis.

NAB Limited ▪ Heavily constricted in what he could say, Charles H. Tower, NAB vice president for television, told the FCC the Phonevision trial in Hartford would be directly in competition with regular tv broadcasting for programs and for audience.

Competition for product, Mr. Tower stated, will certainly have an effect on what services are available to the public over free tv.

If regular tv broadcasters lose their audiences to pay tv, he said, this will mean a reduction in revenue which in turn will mean a reduction of service to the public.

Mr. Tower's testimony came after vigorous protest by Mr. Pierson against his appearance and the reading of a prepared statement. Mr. Pierson argued



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 79.1% SHARE OF AUDIENCE

According to March 1960 ARB we average 79.1% share of audience from 9 a.m. to midnight, 7 days a week.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: The Crossett Company—producers of lumber, paper, chemicals and charcoal—Crossett, Arkansas.

that Mr. Tower was not an expert on the impact of subscription tv on regular broadcast tv because there had been no real test of pay tv over the air.

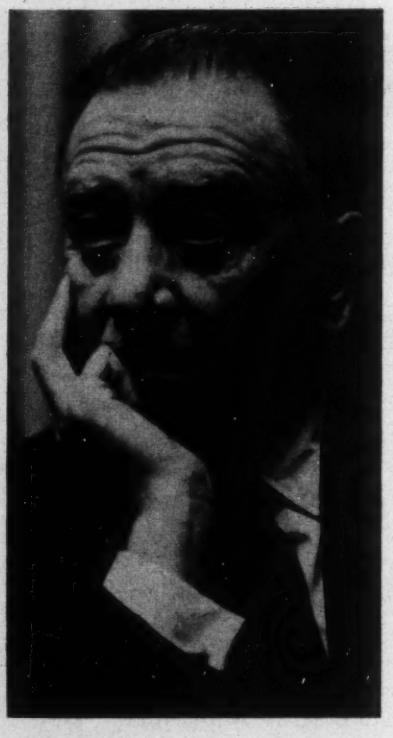
He also charged that the NAB executive's statement was argumentative, conclusionary and not relevant to the issues in the hearing. In this he was joined by Mr. Stephens.

Chairman Ford permitted Mr. Tower to take the stand, but denied him the right to read his statement. Mr. Tower was questioned about Hartford programs by Douglas A. Anello, NAB chief attorney. He was cross-examined by Mr. Pierson and Mr. Stephens.

Phonevision, Mr. Tower said, seems to be aimed at the largest audience. Thus, he stated, to the extent it will take audience from free tv and inflict economic injury on broadcasting tv.

The NAB television vice president read a list of high-quality dramatic programs that had been telecast in Hartford over the last year, including such tv hits as *What Makes Sammy Run? Turn of the Screw* and *Moon and Sixpence.* He also listed a group of sports events carried by Hartford tv stations in a typical September weekend.

RKO General is not a member of NAB, or of the Tv Code.



Brooding at the pay tv drama was Leland Hayward, famed theatrical producer who has been named Phonevision director of programs. Mr. Hayward was hired by Teco Inc. to produce plays for pay. He attended several of last week's sessions on the RKO General pay tv application.

CANADIAN TESTS

Now comes a plan for toll tv on credit

With Trans-Canada Telemeter's experimental pay tv in Etobicoke planned for half of the homes in the area (BROADCASTING, Sept. 19), a second wired subscription television company has entered the field in Canada.

General Instrument-F. W. Sickles Canada Ltd., Waterloo, Ont., plans to have its new "See Now, Pay Later" system in operation by Christmas, the company reports. A pilot installation of the system in about 2,000 homes on the Canadian side of the border, at Sault Ste Marie, Ont., is being set up in conjunction with Superior Community Television System. A city-wide survey was held in selecting the site. The system will use a Canadian-developed unit which can be connected to any tv set, which is distributed by Charge-A-Vision International Ltd., Toronto. The unit will have three metered channels, one for $1 per hour, another for 50 cents per hour and the third free for special programs and sports events.

C. Ray Harnett, president of Charge-A-Vision, explains that subscribers will pay drop charges customary with community antenna systems and will pay for programs every two months as recorded on their unit's meter. He said his organization will license catv system operators to use units.

In the early stages the company plans to book post-1948 and second-run films at a flat or block-booking rate for all license installations. Film companies have promised an ample supply of material, according to Mr. Harnett.

The company also plans installations next year at Guelph, Kitchener and Waterloo, all served by community antenna systems and adjacent to General Instrument factory producing units.

Mr. Harnett returned from England Wednesday morning. Under discussion were plans for installations by Rediffusion Ltd., London. John McLean is vice president of Charge-A-Vision and general manager of General Instrument operations in Canada. He reported that the parent company, General Instrument Corp. of New Jersey, is interested in Charge-A-Vision for the U. S.

Progress in Etobicoke ▪ Trans-Canada Telemeter last week announced it will have 6,000 sample installations completed in the suburban Toronto community by mid-November. William O. Crampton, operations manager, said installations have been purposely slowed up during the past month because most of them are now going into apartment blocks where people are moving. TCT aspires to have subscribers representative of all income groups in the Etobicoke area in proper sample proportions. The apartment dwellers will round out the distribution. Mr. Crampton says the 6,000 installations will represent just over half the homes in the area, covering all facets of the middle-income group.

Mr. Crampton explained that certain sections of the area could become heavily saturated but that this would not provide the steady sample needed to show the viewing habits for pay television development. There is a waiting list of Etobicoke residents who want the service, he said.

What Tower couldn't say

"Pay tv promoters are after the nickels, the dimes and the dollars of the many."

"Pious references to 'motion picture film, legitimate theatre plays, operatic performances, educational programs and sports events' are extremely misleading."

". . . if pay tv comes the public is likely to have less choice and will pay a substantial premium to get it."

"Pay tv will be mass, not class entertainment."

Pay tv promoters and performers who want to appear are "so eager . . . to get their hands directly into the public's pocketbook that they may refuse to deal with free tv in order to encourage the development of pay tv. A temporary economic sacrifice may seem to them to be worth what they believe will be the long-term personal gain. . ."

These, and other equally strong sentiments opposing the Hartford subscription tv trial, would have been expressed to the FCC last week had NAB's television vice president Charles H. Tower been permitted to read his statement.

Challenged by counsel for RKO General, and in some respects by the Broadcast Bureau, Mr. Tower was permitted finally only to testify as a public witness and then only with respect to facts about the Hartford television situation (see main story, page 70). Although NAB chief counsel Douglas A. Anello strove mightily to get Mr. Tower's opinions into the testimony, repeated objections by RKO counsel were sustained.

Supreme Court refuses to review Guterma case

An appeal for review of his conviction, filed by Alexander L. Guterma, was turned down by the U.S. Supreme Court last week.

Mr. Guterma, former president of the Mutual Broadcasting System, was convicted of conspiring to defraud the U.S. government and of failing to file financial reports of the F. L. Jacobs Co. with the Securities & Exchange

Celler: toll tv will obliterate free tv

If pay tv is authorized, free tv will disappear. This is the view of Rep. Emanuel Celler (D-N.Y.), who last week asked the FCC to refrain from approving the Hartford trial.

Mr. Celler, who is chairman of the House Antitrust Committee, suggested that the commission refer the whole matter to the Congress. There are many congressmen, he said, who oppose the introduction of pay tv but have been unable to submit their views because they are busy in the election.

The New Yorker's position was contained in an Oct. 26 letter to FCC Chairman Frederick W. Ford.

". . . the profit potential of these new techniques," Mr. Celler said, "is such that their introduction may result in the total disappearance of advertising-supported, free-to-the-viewer programming. Indeed, mere experimentation in these techniques is likely to start a trend that will be impossible to control."

Pursuing a favorite theme, Mr. Celler predicted that under toll tv the networks would secure greater and greater control of broadcasting. Mr. Celler has for several years led a fight for tighter network control by the FCC, and for the abolition of option time practices on the ground they violated the antitrust laws.

He estimated that under pay tv the cost to the average television family for receiving "traditional" program fare would be increased by "at least" $130.

Commission.

He was sentenced to four years and 11 months in prison. He was also fined $160,000, but the U.S. Court of Appeals in New York in July reduced the fine to $40,000.

Mr. Guterma was convicted along with Robert J. Everleigh, a business associate, in January (BROADCASTING, Feb. 1). An appeal filed with the Court of Appeals upheld the original conviction while reducing Mr. Guterma's fine.

MBS is no longer under the ownership of the Guterma interests; it is now principally owned by Minnesota Mining & Manufacturing Corp.

The Supreme Court handed down no opinion in denying Mr. Guterma's plea for review.

Another approach in the catv battle

The battle between tv stations and community tv systems took another new turn last week. This time, a station has charged that a microwave firm is not a "common carrier" at all, as its application stated.

The current battle raging before the FCC in the form of hearings (BROADCASTING, Oct. 24) involves applications for microwave relays to carry tv signals from big cities to catv systems in small communities. Microwave relay firms apply for such construction permits as common carriers.

The latest move by tv station tacticians, along with a charge of "piracy," was made to the FCC last week by WIBW-TV Topeka, Kan. It was made against the commission's grant of cps to Mid-Kansas Inc. to carry tv signals to Manhattan, Junction City, Salina and other Kansas communities. Mid-Kansas Inc. is owned by Ralph L. Weir Jr. and Robert K. Weary who, WIBW claims, control a franchise for a catv system at Manhattan, Kan.

WIBW's protest to the commission included the usual issue of economic impact. The station also said that the term "common carrier" denotes a lawful, as well as a legal, status and that this status cannot "be accorded to a carrier engaged in dealing in converted, or misappropriated, or 'pirated' property. For this reason, it is submitted that the commission cannot recognize as a common carrier any enterprise which is known to be engaged in dealing, or proposing to deal in, purloined property." WIBW contended that Mid-Kansas proposes to transmit programs which are not legally owned by the firm.

The station further stated that the term "common carrier," in the sense of point-to-point communications, is relatively modern and its use in the Communication Act is "unique and still in a state of development and interpretation. . ." The commission, WIBW averred, should consider the end use of the microwave system and determine that the proposed operation of Mid-Kansas would not serve the public interest. It must realize that it is dealing with a "unique situation" for the reason that the end use of the "intelligence transmitted affects the public interest. . ."

Mid-Kansas has been granted cps to transmit the signals of Kansas City, Mo., tv stations to the Kansas towns.

Aviation agency outside its balliwick, NAB says

The National Assn. of Broadcasters told the Federal Aviation Agency last week that its claimed jurisdiction over antenna towers is based on an erroneous interpretation of the FAA Act. NAB made this statement in comments filed in the FAA's rulemaking which would require radio and tv broadcasters to submit proposals for antenna heights

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in *310* quarter hours
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(6 a.m.—midnite,
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in the Valley of the Sun...

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K02

Outlook for an even busier Capitol Hill

The Federal Communications Act will be facing a "lot of amendments" during the next session of Congress. And the administration of the federal regulatory agencies will be the object of a "thorough" congressional inquiry.

These were two of the predictions made by Sen. Warren G. Magnuson (D-Wash) in a talk to 60 broadcasting executives Tuesday (Oct. 25). The chairman of the Senate Interstate and Foreign Commerce Committee was the keynote speaker and the target of comments by seven panelists at a two-hour session sponsored by the Seattle chapter of the Academy of Television Arts & Sciences.

The official question of the evening was: "Is governmental control destroying the American broadcasting industry?" In direct answer to this question, Sen. Magnuson gave the broadcasters a "no . . . but" answer when he said, "I don't think public regulation has gone so far yet as to hamper the industry . . . but I think I speak for every member of my committee when I say the real responsibility rests with the holder of the license."

No Love for FCC ▪ He also said that he is very critical of the FCC and cited the commission's delays and avoidance of the problem of allocations. He observed that the pattern of allocations is now pretty well set, "at least until the military see fit to release part of the spectrum." He said that the next session of Congress would see an inquiry (and he repeatedly emphasized the word "thorough") of the regulatory agencies and predicted a number of changes in the Communications Act.

Referring to the Harris hearings in Congress, Sen. Magnuson said they became a "public spectacle." The American people, he said, gained the impression that the abuses cited were widespread, although such was not the case. However, he added, "I think the industry has come out of it with grace and dignity."

During the panel discussion following his speech, Sen. Magnuson was asked questions concerning the Oct. 14 letter from Sen. Ralph W. Yarborough (D-Tex) to all tv and radio stations (BROADCASTING, Oct. 24).

The Witch Hunt ▪ Specifically, Lincoln W. Miller, vice president of KIRO-AM-TV Seattle, asked, "Do you think the witch hunt will subside after the election?" Sen. Magnuson, in answer, minimized the significance of the Yarborough request for prompt reports of complaints, but agreed that the letter was an "irritant." When Mr. Miller asked whether the request was not "walking into the province of the FCC," Sen. Magnuson replied, "We created them. The FCC is an arm of Congress."

Then he observed, "I've never known the FCC to stand up yet to a politically controversial issue."

Members of the panel, in addition to Mr. Miller, included Frank Rosenquist, broadcast counsel for KOMO-TV Seattle; Andrew G. Haley, Washington attorney for KING-AM-TV Seattle; Kenneth Cox, Seattle attorney and special counsel to the Senate Commerce Committee in charge of tv inquiry; Max Bice, manager of KTNT-TV Tacoma; Otto Brandt, vice president of KING-AM-TV, and Nick Zapple, counsel to the Senator's congressional committee.

and locations to the aviation agency for "determination" as to whether they constitute an air hazard or not.

Deadline for comments in the rulemaking is today (Monday).

NAB reiterated its earlier comments to the FCC concerning this same subject (BROADCASTING, Sept. 19). It added that the possibility of a broadcaster facing both an FCC hearing and an FAA hearing on an application was exhorbitant in both time and money. The FAA has, in the past, indicated that the FCC has the right to make a final decision on broadcast matters and has even acknowledged FCC jurisdiction over towers, NAB commented.

Comments filed by aviation interests all reported in favor of the FAA rulemaking. The National Business Aircraft Assn. said that it supported the petition submitted by the Air Transport Assn., which petition is sometimes credited

The FCC had already told the aviation agency that the commission alone holds the responsibility to decide whether or not a broadcast station is built (BROADCASTING, Oct. 24).
with the present rulemaking.

Appeals court backs clear channel edict

The U. S. Court of Appeals last week affirmed a 1959 FCC order designed to protect clear channel stations from excessive interference during the hours immediately following sunrise and preceding sunset.

A request for review and a petition to set aside the FCC's order was made to the court by the Clear Channel Broadcasting Service and WSM Inc., licensee of WSM Nashville, Tenn.

WSM and the Clear Channel Service contended that the commission's order tended to increase "skywave" interference rather than reduce it. Such interference is that produced when radio waves radiated into space are refracted back to the earth by the ionosphere. The commission's 1959 order established the maximum interference that less powerful radio stations, operating on a clear channel frequency, may accord to a Class I station.

In the appeal, the commission denied that its order increased such interference. Instead, the FCC claimed that the order gave Class I stations a measure of protection they had not previously enjoyed. A unanimous opinion by a three judge panel of the appellate court in Washington agreed.

Clear Channel Service stations which carried the case to court were, in addition to WSM, KFI Los Angeles; WFAA Dallas; WHAS Louisville, Ky.; WHAM Rochester, N. Y.; WJR Detroit; WOAI San Antonio; WBAP Fort Worth; WHO Des Moines; WSB Atlanta; WGN Chicago and WLW Cincinnati.

L. A. hearing ends with balky witnesses

MCA VP AND PLUGOLA SPECIALISTS REFUSE TO TALK

The FCC California hearing on network programs and who controls them ground to a slow halt last week. Final witnesses, acting on advice of counsel, refused to answer the commission's questions or to produce documents demanded by FCC subpoenas.

For nearly two weeks, the hearing had gone swimmingly. Witnesses had testified freely, or relatively so, swelling the FCC record with detailed descriptions of the manner in which the producers of filmed programs for tv network exposure operate. (BROADCASTING, Oct. 17).

Then, on Friday, Oct. 21, came an abrupt change. Taft Schreiber, vice president of another top talent agency, MCA, refused to answer the FCC's questions and to produce a list of the tv network programs for which MCA has acted as selling agent since Sept. 1, 1958. His attorney, Allen Susman, repeatedly attempted to speak for the record in direct contradiction to the rules laid down for the hearing by its presiding officer, FCC Chief Hearing Examiner James D. Cunningham. Mr. Schreiber declared that these rules deprived him of "the effective and knowledgable assistance of counsel" and left the witness stand and the hearing room (AT DEADLINE, Oct. 24).

For Monday (Oct. 24), the FCC had issued subpoenas for a group of persons whose business involves getting radio and television exposure for products and services of companies other than those sponsoring the programs including free plugs. Some of the subpoenas the U. S. marshal had been unable to serve.

Contrast ▪ The three witnesses who did appear in response to the subpoenas (Dick Fishell of Dick Fishell & Assoc., Mary Rothschild of Promotions Unlimited and Betty Langley) were accompanied by an attorney, Oliver B. Schwab, who asked that the subpoenas be quashed.

Mr. Schwab argued that his clients are public relations practitioners, engaged neither in programming nor advertising, and so are outside the scope of the FCC inquiry. He said that to put on the record the information asked by the FCC would reveal competitive information and violate the confidential relationship of these public relations people and their clients, and that the ground rules of the hearing procedure (and of all such administrative hearings) are unfair and perhaps illegal. On the last point, Mr. Schwab stated that under the administrative procedures act a witness is entitled "to be accompanied, represented and advised by counsel," whereas the rules of the FCC hearing limit the witness to being "accompanied and advised, but not represented, and that's not enough." He suggested that this is a matter to be settled by the courts, perhaps the Supreme Court, and offered to prepare a written brief for the FCC to consider before insisting on calling his clients to the witness stand.

Mr. Cunningham rejected that proposal and stated that he would not have even commenced the present hearing if he had had the slightest doubt as to the propriety of the ground rules.

Ashbrook P. Bryant, chief counsel of the FCC broadcast bureau, replied to Mr. Schwab's other arguments, stating that no witness had at any time during the proceedings been asked to reveal any information which "he might legitimately claim to be confidential or competitive."

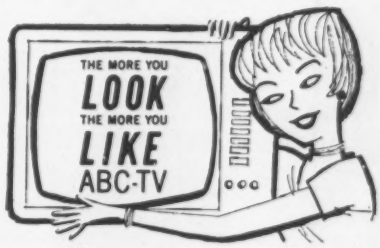
Broad Vista ▪ As to the relevance of this information to the hearing, Mr. Bryant asserted that the scope of the FCC inquiry was broad enough to cover any and all types of broadcast material.

Mr. Cunningham reserved decision on Mr. Schwab's motion to quash the subpoenas until the following day. On Tuesday morning he denied the motion and ordered the hearing to proceed.

Mr. Schwab said he has the right to appeal to the full FCC within five days, adding that "I feel the appeal should be made and I intend to make it." After a discussion with Mr. Bryant as to the proper procedure, he permitted Mr. Fishell, Miss Langley and Miss Rothschild to be sworn in and then to decline to testify on advice of counsel.

One witness who did appear to testify on the matter of free air plugs was Adolphe Wenland, at one time known as "king of the giveaways." Mr. Wenland was subpoenaed for Monday. But because he was to be out of Los Angeles that day he was permitted to testify at a special session on Saturday (Oct. 22). He gave his present business as Fairfax Productions, producer of tv commercials. This company was formed in August 1959, Mr. Wenland said. For the preceding 12 or 14 years he had been engaged, as Wenland Enterprises and Adolphe Wenland Assoc., in public relations, chiefly in providing prizes and props for radio and tv shows. Before that, he had his own advertising agency, he stated.

Publicity ▪ Beginning by providing prizes for radio audience participation shows like *Bride & Groom*, *Queen for a Day* and *Stop the Music* and subsequently moving into television, Mr. Wenland said his activities were largely confined to providing things that would get publicity for his clients, who paid him for his work. Usually, those things



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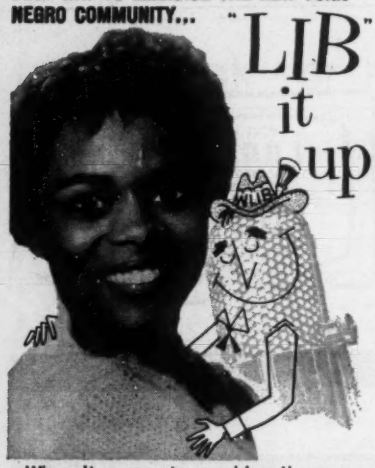

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were products manufactured by his clients, he said, but not always. Once he gave away Abbott and Costello (to make a benefit appearance for a charity selected by a *Stop the Music* contest winner) to publicize their new motion picture at that time. For another movie he gave away a trip to the North Pole.

Asked if he hadn't attempted to get oral plugs for his accounts inserted into scripts of radio shows, he replied, "We welcomed any opportunity to get exposure and if there was a chance in a script to get favorable mention for a product we naturally grabbed it." In television, he furnished props of merchandise as well as prizes, he said, with the manufacturers paying the cost to get the exposure of their products. He generally was engaged on a retainer basis, although sometimes for a particular program.

Much of his business came from advertising agencies who came to him to get this type of publicity for their accounts, Mr. Wenland testified. He also let his many motion picture set decorator and art director acquaintances know that he could supply props at no expense to them, so he had a flow of demands for this service from a number of independent producers operating on low budgets and glad to save on prop costs. As television developed the rerun pattern, he noted, the demand for recognizable articles of merchandise declined, because of possible sponsor conflict.

Asked about the practice of paying to get a product mention into a broadcast, Mr. Wenland said he knew of the practice which was called by "various names such as 'payola' or 'plugola'," but he did not say whether he had ever engaged in it himself.

Thank you ■ At the conclusion of the Los Angeles hearing on Tuesday, Mr. Bryant thanked all of the witnesses who had voluntarily testified and provided exhibits which will aid the FCC and Congress in their efforts "to create a pattern of regulation of the broadcast industry which is fair and equitable all around and in the public interest."

Examiner Cunningham said that on his return to Washington, he will prepare a memorandum proposing "that the FCC forthwith start court proceedings to compel Mr. Schreiber to testify." He added that it will also mention the other witnesses who had declined to answer the commission's questions and that those who had not been served to appear would be, either in Los Angeles or Washington.

The next phase of the hearing is expected to be held in New York, where the producers of live programs, such as David Susskind and Hubbell Robinson and Robert Saudek, will be questioned about their operations and their relations to networks, advertising agencies, talent agencies and others. Following this, the networks will be invited to testify in Washington at what is expected to be the final session of the FCC's investigation into network broadcasting.

Court upholds NLRB decision

Review of a National Labor Relations Board decision that found Wichita (Kan.) Television Corp. (KARD-TV) had committed unfair labor practices was denied Oct. 24 by the U. S. Supreme Court. The board had held KARD-TV threatened and questioned employes about activities on behalf of International Alliance of Theatrical Stage Employes & Moving Picture Machine Operators, Local 414. KARD-TV contended in its appeal to the court that NLRB prevented it from asking striking employes if they had participated in admittedly serious acts of misconduct. The Supreme Court issued no opinion in refusing to review the NLRB ruling.

A period of 'reasonable leniency'

The FCC is going to be "reasonably lenient" in enforcing new laws governing sponsorship identification. That is, the commission is going to be "reasonably lenient" until it can adopt rules implementing the recent amendments to Sec. 317 of the Communications Act.

Chairman Frederick W. Ford told a Federal Communications Bar Assn. luncheon in Washington Tuesday (Oct. 25) that until such rules are adopted, the commission's best guide in dealing with specific situations affected by the law will be a "common sense" application of the law's underlying principles.

He told the FCBA he anticipates that the basic rules ultimately adopted will be only after all interested parties have had an opportunity to be heard. "Indeed," he said, "the Congress was so informed by the commission prior to the enactment of the bill." Until the rules are finally set, the commission will interpret the new law in light of the explanation and examples set forth in the House Report (BROADCASTING, Sept. 26).

Chairman Ford's speech to the FCBA last week was a review of the significant sections of the recent amendments and an indication of some of the things the commission is doing "to carry out its new responsibilities."

Tv writers union ousts officers, board members

Six members of the board of the television-radio branch of Writers Guild of America West, including President Kay Lenard and Vice President Joel Kane, were recalled by their constitutents at a general membership meeting of the branch last Wednesday (Oct. 26). Ousted with the officers were board members Stanley Niss, Richard Collins, Sterling Silliphant and Fran Van Hartveldt.

Action to recall these officials, long in the making, stems from a general dissatisfaction by tv writers with the way the board operated during the five-month (January-May) writers' strike against the producers of filmed programs for tv. On two occasions the board attempted to dismiss the negotiating committee, only to have it reinstated by the membership. The tv writers also protested the appointment of an outsider to represent them in the fact-finding committee. The committee's function is to meet with film producers to work out a royalty payment plan for writers of films for television. The outsider was appointed contrary to a recommendation of a July membership meeting that Sam Newman, a writer, be named a permanent fact-finding commissioner.

Remaining on the WGAW tv-radio branch board are five of the 11 members: Hi Freedman, secretary-treasurer; Fenton Earnshaw, David Harmon, Phil Leslie and Nate Monaster. Acting in accordance with the WGAW by-laws, these five board members will immediately appoint three additional members, bringing the total to eight. They will then call for an election, to be held within 30 days, to elect three more board members, restoring it to its full strength.

Jack Benny, et al, sued

A sketch entitled "Dragon-Net," or "Charlie Chan Strikes Back," which was part of the *Jack Benny Show* on Nov. 1, 1959, resulted last week in a suit against Jack Benny, Jack Webb, CBS, Lever Bros., J. Walter Thompson Co., J & M Productions Inc., and Don Wilson, the show's announcer. Mrs. Eleanor Biggers Cole, widow of Earl Derr Biggers, creator and author of the Charlie Chan novels and stories, charged in New York Federal Court that the Charlie Chan material used on the tv show constituted copyright infringement and unlawful use and appropriation. Mrs. Cole sought an accounting of the defendants' profits and asked damages to have the defendants restrained from making use of the show or Charlie Chan materials without proper authority.

IF YOU CAN'T USE A GOOD HUMOROUS WRITER . . . don't answer this ad.
As everyone knows, television couldn't be improved on.
BOX 713C, BROADCASTING

WMCA expands public service

WMCA New York has started the first in a series of one-hour programs on such topics as crowded hospitals, venereal disease among the young and growing boredom among the aged.

WMCA for years has carried half-hour public service programs but R. Peter Straus, president, said the change had been adopted because "WMCA feels it will be able to reach more people more effectively through carefully-prepared, widely-publicized radio specials" that can explore a subject in depth. The opening broadcast was *The Time Is Now*, dramatizing the integration process in a southwestern city. The series will not be presented on a regular weekly basis, but as issues arise.

COLORCASTING

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

Oct. 31-Nov. 4, 7-9 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

Oct. 31-Nov. 4, 7-9 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

Oct. 31-Nov. 4, 7-9 (10:30-11 a.m.) **Play Your Hunch**, part.

Oct. 31-Nov. 4, 7-9 (11-11:30 a.m.) **The Price Is Right**, part.

Oct. 31-Nov. 4, 7-9 (12:30-1 p.m.) **It Could Be You**, part.

Oct. 31-Nov. 4, 7-9 (2-2:30 p.m.) **The Jan Murray Show**, part.

Oct. 31 (11:15 p.m.-1 a.m.) **The Jack Paar Show**, part.

Nov. 9 (8:30-9 p.m.) **The Price Is Right**, Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.

Nov. 2, 9 (9-10 p.m.) **Perry Como's Kraft Music Hall**, Kraft through J. Walter Thompson.

Nov. 3 (9:30-10 p.m.) **The Ford Show**, Ford through J. Walter Thompson.

Nov. 5 (10-10:30 a.m.) **The Shari Lewis Show**, Nabisco through Kenyon & Eckhardt.

Nov. 5 (10:30-11 a.m.) **King Leonardo and His Short Subjects**, Gen. Mills through Dancer-Fitzgerald-Sample.

Nov. 5 (7:30-8:30 p.m.) **Bonanza**, RCA through J. Walter Thompson.

Nov. 6 (6-6:30 p.m.) **Meet the Press**, sust.

Nov. 6 (7-8 pm.) **The Shirley Temple Show**, RCA through J. Walter Thompson and Beechnut through Young & Rubicam.

Nov. 6 (9-10 p.m.) **The Chevy Show**, Chevrolet through Campbell-Ewald.

Advertisement

Television Views

By Tom Chauncey
Pres. KOOL Radio-TV
PHOENIX, ARIZONA

PHOTOJOURNALISM

Candid statement of a national magazine editor about the recent use of pictures in magazines: "We must be dull, safe and non-controversial in a profound way."

TOM CHAUNCEY

Nothing is further from dullness in the field of photojournalism than television. TV news is cogent, unslanted and dramatic; the eyewitness' impressions are valid! Whereas, the editor of printed circulations may omit pictures offensive to various subscriber groups, the TV camera tells all that it sees.

On-the-spot telecasting is imbued with the significance and truth of situations which otherwise would be vapid. The eyewitness is the interpreter before TV's photojournalists, unswayed by any editor's partisan opinion or ineptitude.

The older an incident, the less it is news! Only immediacy can give validity to news. No ink ever dries on television news. The 1960 political conventions were household experiences before the first stick of type came off the linotype machines. No misinterpretations or typographical errors distort the telecast. The competence of the paid subscriber to assess the significance of events may be unseated by 'editorial policy', but the lens of the TV camera heeds no one's whim or fancy.

Turn to KOOL-TV, CBS CHANNEL 10 at 6 P.M. tonight for DOUGLAS EDWARDS NEWS, and First National News at 6:15 P.M.

REPRINTED FROM THE ARIZONA REPUBLIC AND PHOENIX GAZETTE, TUESDAY, OCTOBER 11th, 1960.

ABP
ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS

In the Rádio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

Tv space satellites: months or years?

NEW NASA POLICY WHETS COMPETITION; PREDICTIONS, CAUTION CLASH

The race for space with experimental intercontinental television relay satellites appears to be turning into a typically-American free enterprise scramble. Cooperation among private industry, government and military now seems well spiced with competition.

The race now is being discussed in terms of months instead of years, but predictions of actual operational orbiting are highly speculative and subjected to sharp criticism by others who profess inside sources too.

The door to competitive private industry entry into the space communication field was opened by the National Aeronautical and Space Agency in a new policy Oct. 12. NASA said it will cooperate in such projects and provide launching components at cost (BROADCASTING, Oct. 17).

Promptly, American Telephone and Telegraph Co. said it is going into space and asked FCC to permit actual commercial tv relay testing (AT DEADLINE, Oct. 24). International Telephone and Telegraph Co. also is known to be interested in such space systems and British experts on the subject now are touring the U.S.

How optimistic are the predictions running? Here's one example:

Dr. William L. Whitson, vice president of Martin Co., maker of the new Titan intercontinental rocket that becomes operational for the military in 1961 as a nuclear warhead missile, predicted last week that an economical, "sophisticated" active communication satellite would be in orbit "not too many months from now." It would circle 22,000 miles above the equator in a relative fixed position and would be capable of handling two television channels between the U. S. and other parts of the world.

Speaking before the Denver regional conference of the NAB (see story page 50), Dr. Whitson said Martin's Titan rocket undoubtedly would be the booster vehicle to put the new satellite into orbit. But he didn't disclose the name of the satellite, who is producing it, or who would order its launching and pay the bill.

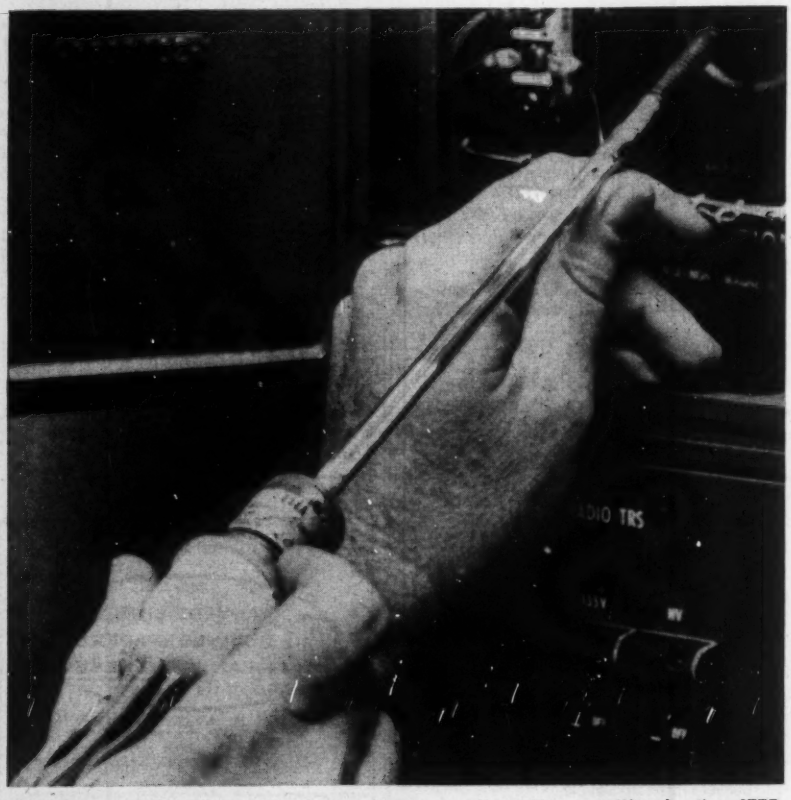
Which Way Up ▪ Conversely, AT&T, which on Oct. 21 announced plans for its own communication satellite system to provide regular commercial tv and telephone space relay, did not disclose how it planned to get its satellites up there. It's leaving that part to the National Aeronautics and Space Agency which last week didn't know either. It's too early, NASA said, but there are rockets that will do it.

There's no connection between the Martin project and that of AT&T, however, and Martin points out it is not going into the communication satellite field in competition with AT&T. Its business is rockets, it said, not satellites.

Although Dr. Whitson did not give more specific details about the Martin timetable or the new satellite involved, another company source placed the date possibly as early as next spring and identified the satellite component as the Advent, a communication satellite now under development by the U. S. Army. But a few weeks ago, when the Army's storage-repeater communication satellite Courier (manufactured by Philco) went into orbit, it was reported that the Advent project was based on a four-year timetable (BROADCASTING, Oct. 10). Other sources also claim the Martin estimate is "exaggerated."

If the Martin estimate proves accrate, it would pre-date the initial experimental statellite planned by AT&T. The telephone company has asked FCC approval for its new "mobile" space station and has petitioned the commission to allocate frequencies for regular commercial relay service to England and Europe.

Networks Prepare ▪ Are the tv networks ready for the big transoceanic leap? They are planning, but their outlook is cautious, a check of network representatives disclosed last week. By the time such satellite systems become operative, the networks probably will use them for some spot news or special events programming.



This tiny traveling-wave tube is heart of AT&T satellite that late next year will get boost into orbit by NASA-supplied rocket (at cost). Tube will amplify very broad band (100 mc) signals as much as 10,000 times. Tube's output is 2 w. For reversible one-way tv service, the terrestrial terminal will transmit to the satellite in the 6775-6875 mc band. Satellite repeater will shift incoming signal by 350 mc and transmit back to earth on 6425-6525 mc band. Horn-reflector antennas and low-noise maser amplifiers at earth stations will make it possible to pick up faint signals from the satellite.

There are hurdles in language and time differentials however, but video tape storage will help meet the problem. There is little expectation at present that entertainment shows would go intercontinental via the satellite relay. Film and jets serve too well just now.

The significance of communication satellites for intercontinental tv has been emphasized by leading authorities for some time. "The tv satellite is mightier than the ICBM," according to Arthur C. Clarke, English scientist. He predicted the impact of tv-in-the-sky upon the illiterate masses of Africa and Asia "may well determine whether Russian or English is the main language of the future" (BROADCASTNG, Feb. 9, 1959).

"Satellites are of almost immediate commercial utility," predicted Dr. Lloyd V. Berkner, president of Associated Universities Inc., the organization of major universities which are involved in top scientific projects.

Martin's Titan ▪ Dr. Whitson pointed out that the Thor rocket that placed NASA's Echo (10-story aluminum balloon, passive reflector satellite) and Army's Courier into orbit, "a most excellent one of its type, uses a single engine with 150,000 lbs. of thrust plus an upper stage. Titan produces 300,000 lbs. of thrust in its first stage engines, plus 80,000 lbs. in the second stage." He envisioned "the tremendously greater satellites" that will be placed into orbit by the Titan, which also will have a guidance system "more accurate" (completely internal) even than the Atlas, "which is now the nation's heaviest space booster."

Dr. Whitson said the Titan soon will be in the space program (it made its 18th successful test launching at Cape Canaveral Oct. 24) and "one of Titan's tasks probably will be that of placing large, sophisticated communication satellites in orbit. This is a certainty because Titan I and Titan II are simpler and more reliable than any large rocket systems so far devised."

Noting how crowded the two U. S.-Europe ocean telephone cables and radio frequencies (5-20 mc band) have become, Dr. Whitson observed it will be imperative soon to transmit more and more information throughout the world. He said "intercontinental television is a pleasant dream, but 19 telephone cables would be necessary to provide two television channels, not to mention complex signal separation and synthesizing equipment at the cable terminals.

"Now here is what can be accomplished with one sophisticated satellite placed in orbit 22,000 miles over the equator. This can be done with the Titan booster and the Lockheed Agena B third stage which would carry the satellite," he continued "At this altitude, the speed of the satellite would match the rotation of the earth, so that from the ground the satellite would appear motionless, hovering over one selected region of the earth.

Three such satellites would cover the entire earth's surface, observers note.

Cost Factors ▪ "This satellite would provide the relay of two channels of tv, or one tv channel and 600 or more voice channels between the U. S. and Europe. This plan is assured of an immediate commercial market, it is comparatively simple and inexpensive and it could be placed in operation within a short time," he said.

Dr. Whitson pointed out that the AT&T system encompasses 50 satellites and 26 ground stations, to cost about $170 million, but the single 22,000 mile high satellite "would cost only $37 million, including operation costs for two years." Ocean cables cost $500 million, he said.

The Martin official concluded, "We are on the threshold of reliable, swift, almost limitless and distortion-free communication . . . the techniques exist now for putting that satellite into orbit. I predict such a system will be up there revolving around the earth not too many months from now."

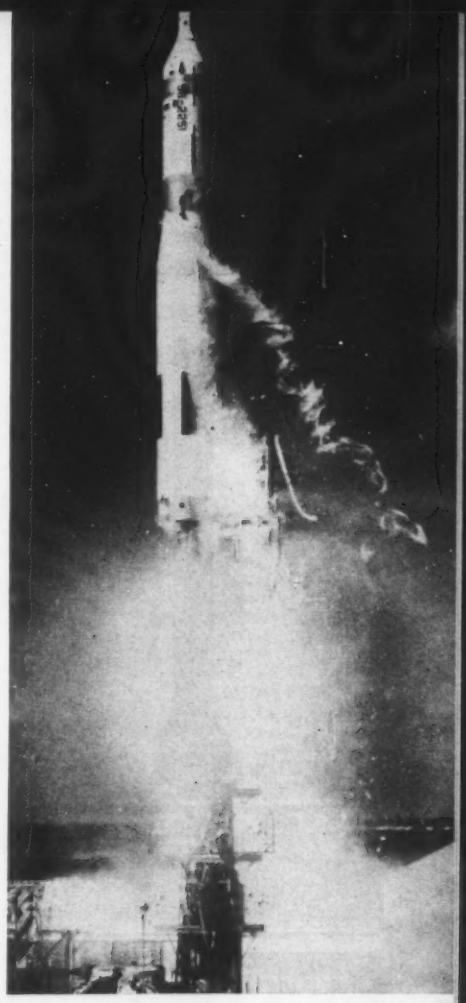
AT&T's Satellite ▪ AT&T hopes to get its first of many satellites into orbit sometime late next year. The project would be financed and operated by AT&T in coordination with telephone administrations abroad in the same manner that cable and radio facilities have been handled for many years. Once under way, the AT&T satellites would cost about $1 million each to construct and launch.

The AT&T satellites each would weigh about 175 lbs. and would be 4 ft. in diameter. About 60% of the surface would be covered by solar cells to power the internal gear. The initial ground station will be at Bell Telephone Labs' Holmdel, N. J., installation.

AT&T said the satellites will help answer the growing demand for overseas circuits. Overseas phone calls this year alone will total some five million, double the number handled five years ago. AT&T estimates the overseas traffic will hit 100 million calls 20 years from now.

The satellites will orbit at about 2,200 miles. Each satellite would be capable of transmitting for periods up to about 35 minutes three to four times a day. Each could handle one tv service (one-way) or 25-100 telephone circuits.

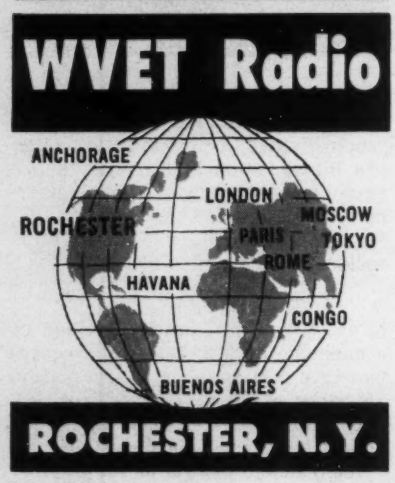
FCC Petition ▪ AT&T in its petition to FCC said that its research has "reached a point where commercial service trials of space communication between the United States and the United Kingdom and western Europe should be initiated." Space in the 6425-6925 mc band is sought. AT&T predicted that requirements for overseas services by the year 1980 "justify provision of a minimum of four blocks of frequencies each 500 mc wide, or alternately, 16 bands of about 125 mc." AT&T said it probably would petition for addtional frequency assignments later.



Here's Martin's big Titan rocket that "soon" is predicted will transport "sophisticated" communication satellite into position 22,000 miles above equator, enable twin-channel intercontinental tv relaying. AT&T's satellites may ride up on Thor or Atlas rockets to be supplied by NASA.

International experts at the three tv networks are optimistic on the technological progress indicated in proposed tv satellite operations but are cautious as to the practical application over these facilities.

Intercontinental television ought to be in the experimental stage within two years, according to Don Coyle, vice president in charge of ABC International, while William Lodge, CBS-TV vice president in charge of affiliate relations and engineering, noted that predictions of international live tv considered "absurd a year or two ago" appear at a state where now "reasonable people are looking at this as a real



possibility." Mr. Lodge has been in contact with AT&T which he said appeared to be making "tremendous progress."

Both men, along with Clifford Slaybaugh, director of international enterprises at NBC, find the greatest drawback for international tv use—so far as networks are concerned—is in the time differential and the differences in tv standards (along with the language barrier).

No Space Cowboys ▪ While these limitations might be mitigated in cases of major news and/or a special presidential speech, an Olympic game telecast, an inauguration or coronation etc., they are nearly prohibitive in entertainment programming. Simply stated: there's no point in telecasting an entertainment program instantaneously overseas or reciprocally from overseas points to this country when fast jets can get film or tape to a foreign country in nearly the same time lag. (The lag period is necessary because it is assumed an entertainment show would be "stored" and then played back—Europeans would receive prime-time U.S. telecasts in early morning hours if beamed direct).

ABC, Mr. Coyle explained, has been concentrating in Latin America for this reason (there is no serious time differential and thus no major "storage" problems).

He does envision the possibility that in time to come the networks might find it feasible to lease satellite-feed facilities in order to guarantee coverage to certain countries for specialized international advertising firms. (For example, all English-speaking countries.) But this, he admitted, is far in the future.

Technical topics...

Center under construction ▪ Emporium, Pa., is the site of a lavish new plant being built to house the electron tube research and development center of Sylvania Electric Products Inc., a subsidiary of General Telephone & Electronics Corp. Included will be a 42,000-square-foot facility to accomodate research activities on Sarong cathode coating and various types of "stacked-tubes." A portion of the new building will be made available to the division's chemical research branch, which is currently in three separated buildings there. Occupancy is planned for mid-1961. The plant was designed by Sylvania's Facilities Planning Office, Williamsport, Pa. John H. Eisele Co., N. Y., is constructing the first stage. Additional buildings, still in the planning stage, are scheduled for completion in 1963.

Sales picture ▪ Foto-Video Electronics Inc., Cedar Grove, N. J., tv operational and test equipment and related electronic equipment, reports a new sales record for the fiscal year ending Sept. 30, with net sales reaching $364,000 compared to $339,000 for the like period in 1959. The month of September was the company's best single month, with net sales of $75,000. Foto-Video's backlog of unfilled orders as of Sept. 30 totaled $500,000, contrasted to approximately $100,000 on the same date in 1959. A sales volume of $700,000 is predicted in 1961.

New plant ▪ Adler Electronics Inc., New Rochelle, N. Y., has constructed a new plant at Pelham, N. Y., which will more than double the company's production capacity. The 55,000-square-foot facility will open Nov. 1 with a pilot force of 150 employes. It will house a major portion of Adler's manufacturing operations. The company is a leading supplier of transportable communications systems, low power tv transmitters and repeaters and missile ground support systems.

Zenith breaks ground ▪ Zenith Radio Corp. will break ground in November for a new manufacturing plant in Paris, Ill., for production of radio receivers and electronic components. The one-story structure will be built by Central Electronics Inc., Zenith subsidiary, for completion by June 1, 1961. Zenith Sales Corp. also announced the company's entry into the miniature radio field, with an all-transistor, shirt-pocket model, the Royal 50.

Emerson Dividend ▪ The board of directors of Emerson Radio & Phonograph Corp., Jersey City, N. J., has voted a 3% stock dividend payable on Dec. 15, 1960 to stockholders of record on Nov. 14. Cash will be paid in lieu of fractional shares.

'Orbiting' the U.S.

Team of United Kingdom communication experts currently is touring the U. S. to discuss communication satellite problems with government agencies and private firms. They met at FCC Tuesday, NASA Wednesday. Other stops will include AT&T, IT&T, RCA, MIT and Stanford.

The British team is headed by Maj. Gen. L. de M. Thuillier (Ret.) and includes: Capt. C. F. Booth, W. J. Bray, H. Leigh and F. J. D. Taylor, all of the Post Office; J. R. U. Page, Office of the Minister for Science; F. E. J. Girling, A. G. Earl, C. Williams, Group Capt. A. Foden and C. F. Sutton, all of the Ministry of Aviation, and F. A. Kitchen, of the Admiralty.

Canada's BBG has political problems

Political interference has been charged against the Canadian Board of Broadcast Governors by members of the Liberal Party at Peterborough, Ont. The charge was lodged on Oct. 21, following the use of filmed commercials for an Oct. 31 federal by-election at Peterborough.

Liberal candidate C. Donald Munro has demanded the resignation of Dr. Andrew Stewart, BBG chairman, on the basis that his conduct "can only be construed as an admission that the board has lost its independence due to clear-cut political pressure." The charges were backed by the National Liberal Federation, which demanded an investigation following the showing on Oct. 20 of the first of 19 dramatized commercials on behalf of Progressive Conservative candidate Harold Matthews.

Mr. Munro claims he asked CHEX-TV Peterborough, if films could be shown of his meeting with workers at different factories in the area. This was turned down by the station as being a dramatized program, not permitted under BBG regulations for political candidates.

The Conservative candidate was also turned down for a similar film commercial. A ruling was obtained by CHEX-TV from the BBG, and BBG counsel William G. Pearson rejected both applications.

Then, it is charged, CHEX-TV salesman Sam Lee, a member of the Conservative campaign committee, approached Allister Grossart, Progressive Conservative national organizer at Ottawa, and he took the matter up with the BBG. He received a letter from Dr. Stewart approving the film commercial as outlined by Mr. Grossart, and this letter was forwarded to CHEX-TV.

The result of the airing of the film commercial, besides the charges of political interference by the BBG, is a notification by the BBG to all Canadian tv stations that they are free to use the same kind of films in future political campaigns without fear of breaking the non-dramatized and non-theatrical regulations of the BBG regarding political broadcasts.

Canadians can expect higher license fees

Canadian independent radio and television stations are expected to begin paying higher transmitter fees to the Canadian government in the coming fiscal year, starting April 1. The increase is expected to be substantial as no change in fees has been made for a number of years. The increase will be based on gross revenue.

Canadian stations have been paying transmitter license fees to in part defray expenses of the Dept. of Transport licensing organization, at one time the fees helped pay for the operations of the Canadian Broadcasting Corp. Now the government is understood to have considered the fee increase to help pay for the operations of the independent regulatory body, the Board of Broadcast Governors, and part of the operations of the telecommunications section of the Dept. of Transport.

Fees are not paid by the government-owned CBC, but by the 58 tv stations, 201 radio stations and 29 fm stations owned by independent operators.

The increase is expected to be 1½% of gross revenue, as recommended by the last Royal Commission on Broadcasting, which made its report three years ago. It will most affect major city stations, who have been paying a maximum of $6,000 annually on gross revenue of $400,000 and up. Minimum present fee is $100 for stations grossing $25,000 or less a year.

SECOND TV NETWORK

BBG announces how it will regulate its operations

Applications for a second Canadian television network in competition to the Canadian Broadcasting Corp., will be heard at Ottawa by the Board of Broadcast Governors on Nov. 29. The BBG has announced that it favors a wholly Canadian-owned company and that non-Canadian interests are limited to 25 percent interest under the Canada Broadcasting Act.

The BBG has ruled that the CBC, being designated in legislation to carry on a national service with its own stations and affiliated independently-owned stations, needs no permission from the BBG to operate a network. But all others desiring to operate a television network require BBG permission.

BBG regulations define a network as any two or more stations with agreement to broadcast a minimum of eight hours weekly on the network in reserved time. In practical application the BBG has announced that it will give preference to a company which is prepared to assure some microwave or coaxial cable connection between affiliated stations, which has the largest number of affiliates and plans to seek additional affiliates, and uses a minimum of 10 hours weekly in network broadcasting with provision for further growth.

BBG will give preference to a com-

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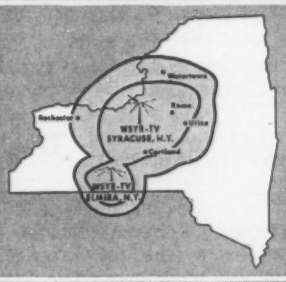

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WSYR-TV AND ITS SATELLITE, WSYE-TV, DELIVER 73,089 MORE HOMES THAN ITS COMPETITOR

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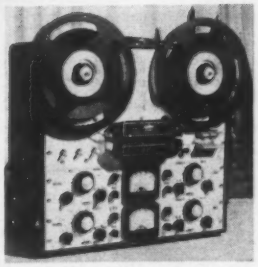

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pany which provides the opportunity for participation, without control, by affiliated stations. The BBG has stated at various times it does not want stations to own and control a network, but that station affiliates could own up to 49% of the network company's stock.

The BBG has pointed out that there is no provision in the Broadcasting Act which gives the BBG authority to require licensees to operate as part of a network other than a network of the CBC. The BBG states it has no authority to intrude into the negotiations between a private network and licensees. A private network can thus be formed only through the voluntary affiliation of licensees on terms acceptable to them and consistent with the Broadcasting Act and its regulations. The BBG is prepared to adjudicate disputes between network operators and affiliates during the terms of the affiliation agreements. The network operator is responsible for the programs carried on the network.

To permit temporary networks the BBG will grant permission for such networks for periods not exceeding 30 days. Applications for video network company license must be received, with a minimum of 20 copies, by Nov. 14 at BBG head-office at 48 Rideau Street, Ottawa, Ont.

CHAN-TV begins operations

CHAN-TV Vancouver, B. C., ch. 8 station, is scheduled to become the second newly licensed tv station to go on the air as a second station in a Canadian city today (Oct. 31). The station has eight newscasts scheduled from sign-on at 4:30 p.m. until it closes at 12:30 a.m. Besides the newscasts CHAN-TV will have a number of daily live local programs for children, people behind the headlines, a show about happenings in the Vancouver area, and a variety show.

Today's opening is 18 days ahead of schedule. The station is not affiliated with any network, but will be part of the second Canadian tv network when it begins operation.

Montreal tv plans announced

CFCF-TV and CFTM-TV Montreal, Que., English and French-language stations, will go on the air in January as second stations in those languages in Canada's largest city. CFCF-TV on ch. 12, will feature local news, weather and sports programs up to 15% of program content. Station anticipates supplying close to 55% Canadian content programs from the start, with some programs to come from other Canadian stations.

CFTM-TV on ch. 10, is expected to start with 60% live programming. Canadian content is expected to be 70% of total programming.

Canadian billing outlook

Advertisers this year will spend $90 million on Canadian television and $72 million on Canadian radio, according to an independent forecast made by Maclean-Hunter Pub. Co.'s research department at Toronto. The survey shows total to be spent in advertising in Canada for 1960 to be $278 million, with daily newspapers accounting for $156 million, or slightly less than radio and television combined.

The survey, covering advertising expenditures in all media in the post-war period, shows both radio and television climbing at more rapid rate than other media. Last year the survey estimates the total was $270 million, with radio accounting for $67.3 million and television $80 million.

FATES & FORTUNES

BROADCAST ADVERTISING

Jack Henry named administrative vp of eastern region for McCann-Erickson (U. S. A.), including N. Y., Detroit, Boston, Atlanta, and Houston. **Thomas J. King,** who succeeds Mr. Henry as manager of Detroit office, continues as vp and management service director on Buick.

Jeffrey Fine, formerly broadcast timebuyer at Doherty, Clifford, Steers & Shenfield, N. Y., joins The Wexton Co., that city, as chief timebuyer.

Mr. Chartoc

Shepard Chartoc, formerly vp and radio-tv director of Gordon Best Co., Chicago, to Helene Curtis Industries, that city, as radio-tv coordinator with responsibilities for creation and production of all firm's commercials and time and program purchasing.

Louis E. S. Santamaria, former president of Revlon International Corp., joins Vick International Div., Richardson-Merrell Inc., as vp.

Donald C. Graves and **Richard W. Long** appointed vps at Zimmer, Keller & Calvert, Detroit. Both are account managers.

Mr. Cantwell

Mr. Hummel

Jack Cantwell, formerly vp and management supervisor on Procter & Gamble at Compton Adv., N. Y., joins Sullivan, Stauffer, Colwell & Bayles, that city, as vp and account supervisor on Lever Bros. products. He had been with Compton for 10 years. **Martin H. Hummel, Jr.,** account supervisor on Lipton Instant Tea at SSC&B, elected vp. Mr. Hummel joined SSC&B in April, 1957 as account executive.

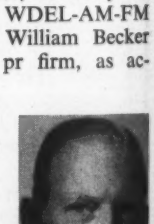
Miguel H. Martinez, manager of Young & Rubicam Inc., Caracas, Venezuela, named vp and manager in Mexico City. **Jack G. Hardy,** international division account supervisor, N. Y., appointed manager of Caracas office. **Joseph H. Vaamonde,** formerly in charge in Mexico City, returns to N. Y. office.

William M. Wood Jr., formerly account executive at J. Walter Thompson Co., N. Y., and also president-general manager of Rockwood Motors Ltd. (car leasing service), to Needham, Louis & Brorby, N. Y., as account executive.

Charles G. Brown, formerly director of marketing research for Carnation Co., Los Angeles, joins Purex Corp., South Gate, Calif., in similar capacity.

George Ouellette, formerly account executive at Grey Adv., N. Y., to Fletcher Richards, Calkins & Holden, that city, in similar capacity.

William F. Balthaser, formerly director of news for WDEL-AM-FM Wilmington, Del., to William Becker Agency, Philadelphia pr firm, as account executive.



Mr. King

Wilfred S. King, director and vp at J. M. Mathes Inc., N.Y., elected executive vp. Mr. King, who joined Mathes when agency was founded in 1933, became vp in 1940, was elected director in 1945. Before his service with Mathes, Mr. King was with BBDO.

Joel Stivers, formerly account executive at Young & Rubicam, N. Y., to Best Foods Div. of Corn Products Sales Co., that city, as media supervisor.

C. M. (Bud) Robinson joins Honig-Cooper & Harrington, San Francisco, as assistant media director.

Carl J. Short, senior account executive for Carnation milk and ice cream

at Erwin Wasey, Ruthrauff & Ryan, L. A., to same activity for Carnation instant milk.

Don McKenzie, vp of Fuller & Smith & Ross, Los Angeles, resigns Nov. 30 to establish his own organization. Mr. McKenzie in 1953 helped to found Stromberger, Lavene, McKenzie, Los Angeles agency which merged with F&S&R earlier this year.

Herbert L. Berger, former production manager of Guy Lombardo Enterprises and Dancer-Fitzgerald-Sample, N. Y., named director of advertising for The Meadow Brook National Bank, West Hempstead, N. Y.

Mr. Tannehill

Robert W. Tannehill, formerly vp and account supervisor at Compton Adv., N.Y., joins Smith/Greenland, that city, as vp and marketing director. Mr. Tannehill, who will also serve as account executive in his new position, had been marketing director with Benton & Bowles for 10 years, as well as account executive on General Foods and Best Foods accounts.

John J. Robinson, account supervisor at Farson, Huff & Northlich, Cincinnati, named vp. Other changes: **J. E. Wagner,** formerly account executive, to account supervisor; **Barry E. Raut,** formerly assistant account executive, to account executive; **Walter A. Reese,** assistant account executive to account executive.

George L. Vales, formerly program supervisor at NBC, to Leo Burnett Co., N. Y., as program producer.

Mr. Woram

Charles Woram, formerly advertising manager and marketing coordinator for Sorensen & Co., Norwalk, Conn., subsidiary of Raytheon Co., joins Grant Adv., Stamford, Conn., as marketing and planning assistant to J. Nelson Clifford.

Robert H. Spencer, formerly account supervisor at Ted Bates, N. Y., joins Lambert & Feasley, that city, as account supervisor on Warner-Chilcott Div., Warner-Lambert.

Bernard Ilson, account executive in tv department of Rogers & Cowan, N. Y., named publicity director.

THE MEDIA

John Tyler, sales manager of KFDA-TV Amarillo, Tex., promoted to general manager.

Lane elected president

Mr. Lane

C. Howard Lane, executive vp and managing director of KOIN-TV Portland, Ore., named president of Mt. Hood Radio & Television Broadcasting Corp. (owner of KOIN-AM-TV). He succeeds late Ted R. Gamble. Other officers elected: **E. R. Vadeboncoeur,** first vp; **Harry H. Buckendahl,** vp and managing director of KOIN Radio; **Clyde E. Phillips,** secretary-treasurer; **Harvey S. Benson,** assistant secretary. Mr. Lane, broadcasting veteran, is president of Astoria Broadcasting Co. (KAST Astoria, Ore.), member of board of directors of NAB and just recently completed assignment as chairman of presidential selection committee which chose Gov. LeRoy Collins as NAB president.

Charles R. Thon, formerly general manager of WEEX-AM-FM Easton, to WGPA Bethlehem, both Pennsylvania, as manager, succeeding **Arthur McCracken** who leaves broadcasting to become pr director of First National Bank & Trust Co. of Bethlehem.

Robert D. Hanna appointed station manager of KWHK Hutchinson, Kan. He formerly was regional sales manager of KTVH (TV) Wichita, Kan.

Edward F. McLaughlin Jr., formerly of KEWB San Francisco, joins Peters, Griffin, Woodward, that city, in charge of radio sales.

Thomas Y. Gorman, vp of CBS Radio and general manager of WEEI Boston, elected president of Massachusetts Broadcasters Assn. He was group's vp.

Larry Shushan, KPRI (FM), named chairman of new San Diego (Calif.) Assn. of Fm Broadcasters. **Ray Baker,** KFSD-FM, named vice chairman.

Frank B. Erwin named general manager of WQXI Atlanta. Other changes: **Lee R. Smith,** station manager; **Bob Watson,** commercial manager; **Willard Shimski,** chief engineer.

Perry J. Brown, WVOX New Rochelle, N. Y., sales manager, named station manager.

Bert Martin, formerly salesman for KRUX Glendale, to KRIZ Phoenix, both Arizona, as general sales manager.

Mr. Averill

Harry H. Averill appointed sales manager of WOKY Milwaukee. He formerly was with CKLW Windsor, Ont.-Detroit. Previously he was general manager of WSNY Schenectady, N. Y., and KORN Mitchell, S. D. He also was radio-tv director of W. B. Doner & Co., Detroit.

Grady Jackson (Jack) Burney, Jr., research manager of WBTV (TV) Charlotte, N. C., elected chairman of research advisory committee of Television Advertising Bureau, N. Y.

Robert C. Diefenbach, in studio operations department of WRC-TV Washington, named coordinator of press and promotional activities.

M. L. Plessner, account executive at KPLR-TV St. Louis, appointed director of advertising, promotion and pr.

Wilton C. Haff, formerly account executive with BBDO, to WKRS Waukegan, Ill., as pr director in charge of research, marketing and merchandising.

Wally Gunderson, formerly with Huffman & Associates, North Platte, Neb., to KNOP-TV, that city, as sales manager.

Frank Maruca, formerly with KQV Pittsburgh, to KYW Cleveland as sales

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NEW YORK 41 E. 42nd St., MUrray Hill 7-8437

promotion manager, succeeding **Janet Byers** who joins KFWB Los Angeles.

James E. Fox, assistant sales manager of KFMB San Diego, named station manager of KFMB-FM, that city. He has been in radio since 1941 in various capacities.

Edward J. Deane joins WTVJ (TV) Miami as national sales representative. He formerly was with Ziv-United Artists as account executive.

Craig Rogers, account executive at KNX Los Angeles, promoted to Pacific Coast network sales manager, CBS Radio.

Ross McCarthy, formerly sales manager of KLIV San Jose, rejoins KXOA Sacramento, both California, as commercial manager and assistant station manager. He was in sales department of KXOA before joining KLIV.

Don Freeman joins WTOR Torrington, Conn., as chief engineer.

Jim Hansen, farm director of KOMO-AM-TV Seattle, Wash., elected president of northwest region of National Assn. of Tv & Radio Farm Directors. Others elected: **Tom Leach,** CBC, Vancouver, B. C., Canada, vp; **Bill Dripps,** KOIN-TV Portland, Ore., secretary-treasurer.

Anthony C. Fairbanks named general manager of WIBC-FM Indianapolis which is scheduled to go on air Nov. 14. Mr. Fairbanks, member of news department of WIBC, previously was account executive at WLOF Orlando, Fla.

Richard Marsh, operations supervisor at KNXT (TV) Los Angeles, promoted to operations manager and will establish separate operations department. **John Gemma,** present KNXT operations manager, is tranferring to CBS-TV Network, to head its operations department in Hollywood.

Esquire in broadcasting

Robert W. Rounsaville, (l) head of Rounsaville Stations, and **A. L. Blinder,** president of Esquire Broadcasting Co. of Atlanta, herald Esquire's entry into broadcasting with its purchase of WQXI Atlanta from Mr. Rounsaville (BROADCASTING, Sept. 19). The move marks the company's first step as a multiple owner. Other officers of the new corporation: **John Smart,** board chairman; **Barry Sherman,** executive vp.

Chet Huntley, NBC-TV newsman, selected to receive U. of Southern California's first annual journalism award for broadcasting industry.

Phil Lewis, producer-director at KYW-TV Cleveland, promoted to news director.

Al Newman named production coordinator of KSFO San Francisco.

Ann Sternberg, formerly assistant to director of publicity and promotion at WLOS-TV Asheville, N. C., joins The Zakin Co., N. Y.

Larry Finley resigns from KTLA (TV) Los Angeles to become independent tv and motion picture producer.

Harold Winslow, director at WOW-TV Omaha, Neb., becomes member of sales staff. **Bob Kerr** and **Howard Gregory** appointed directors.

Bob Christain, formerly with *Atlanta Journal,* and **Joseph T. Starr,** formerly with WCIN Cincinnati, join WGUN Decatur, Ga., as account executives. **Hope Reeves** and **Martha Bowman,** both formerly with WQXI Atlanta, to WGUN as copywriters.

Paul L. Shore, on engineering staff of WWDC Washington since 1952, promoted to engineering supervisor.

Lawrence J. Brodersen named graphic arts manager of WBTV (TV) Charlotte, N. C. He formerly was assistant promotion manager. **Larry M. Harding** named promotion manager of WBT, that city. He was publicity supervisor of WBTV.

Norma Gauhn, formerly with Associated Press in Detroit and New York, to CBS-TV press information staff, Hollywood, as unit publicist.

Edgar B. Stern Jr., president and director of WDSU Broadcasting Corp. (WDSU-AM-FM-TV New Orleans), named to board of administrators of Tulane U., New Orleans.

George Etkin, formerly of Allen B. DuMont Labs Div. of Fairchild Camera & Instrument Corp., joins Metropolitan Broadcasting Co., N. Y., as assistant general counsel.

Henry C. Cronin joins Mohawk-Hudson Council on Educational Tv as engineering consultant.

Anthony Verdi, formerly with CBS Washington and WBAL-TV Baltimore, to WNBQ (TV) Chicago, as an assistant director.

Joseph H. Rainey named director of news and community relations for WDAS Philadelphia. He formerly was managing editor of *The Philadelphia Tribune.*

Gary Franklin, formerly news director of KYW-AM-TV Cleveland, to WPRO-TV Providence, R. I., as news supervisor.

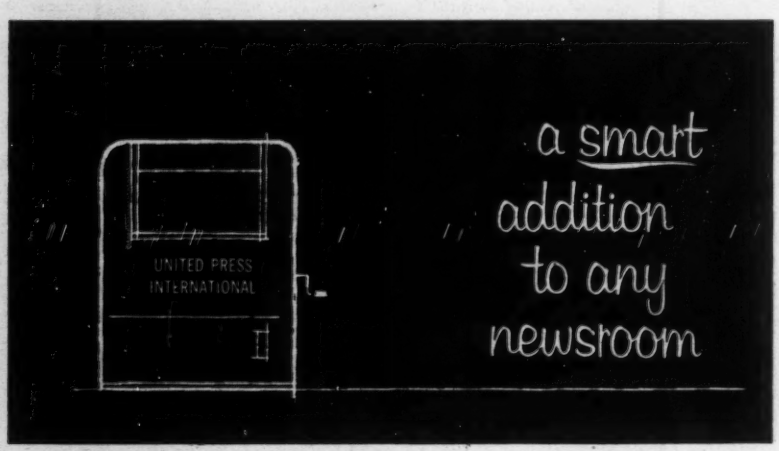
Donald Folsom joins news staff of WHEN Syracuse, N. Y. **Deane C. Parkhurst** appointed to WHEN's announcing staff.

Jack McCoy joins KHVH Honolulu as air personality.

John B. Meyer joins KTVI (TV) St. Louis as week end announcer.

Carol Frost *joins* KGUN-TV Tucson, Ariz., as weathergirl.

John Blanchard, catcher with New York Yankees, joins WCCO-AM-TV Minneapolis as member of sports staff.



Howard Luttgens retires after 34 years

Mr. Luttgens

Howard C. Luttgens, technical operations director of WNBQ (TV) and WMAQ Chicago and veteran of NBC for some 34 years, retires Nov. 1. He will be succeeded by **W. C. (Bud) Prather,** member of NBC Chicago engineering staff for nearly 20 years. Pioneer in broadcasting, Mr. Luttgens started his engineering career with Marconi Co. in 1917 and joined WEAF New York in 1924. He came to Chicago in 1927 and set up engineering staff and studios for NBC. He was appointed chief engineer in 1929 and technical operations director and later helped set up WNBQ as world's first "all color" station. Mr. Prather started with WMAQ in 1941 and transferred from radio to tv as master control engineer in 1948. He subsequently became tv technical director and finally tv technical supervisor and color coordinator in 1955.

Mary Jane Stevenson, in program and pr departments of WKBN-TV Youngstown, Ohio, for past five years, promoted to coordinator of special programming as station begins emphasis on community service programming.

Donald R. Quayle, formerly with WOSU Columbus, Ohio, to WGBH Boston (educational station) as assistant general manager. Mr. Quayle, winner of several programming awards, is member of National Assn. of Radio & Tv Programming Executives.

Mike Verges, formerly account executive at WTIX New Orleans, appointed sales manager of WWOM, that city.

Allen Collier, announcer at KOME Tulsa, Okla., promoted to program director. **Hal O'Halloran** named account executive.

John Burk, in sales department at WJZ-TV Baltimore, appointed national sales coordinator. **Claude Taylor,** account executive, promoted to assistant sales manager.

Norton Bloom joins NBC-TV as production supervisor, creative projects, for NBC News and Public Affairs.

PROGRAMMING

John F. Becker joins On Film Inc., Princeton, N. J., as producer-director-sales representative. Previously, he was with both NBC and CBS.

Alan W. Livingston named vp of Capitol Records Inc., Hollywood. **Voyle Gilmore** named director of singles artist and repertoire.

Sam Q. Weissman, advertising design specialist, appointed creative advertising art director for all Warner Bros. pictures.

John Barnwell, previously director and associate producer at Louis de-Rochemont Productions, joins Screen Gems, N. Y., as associate producer on *Naked City,* tv series.

Roslyn Karan, formerly promotion director at *TV Junior* magazine, joins Trans-Lux Television, N. Y., as special coordinator of programming, promotion and merchandising for company's *Encyclopaedia Britannica* film library.

Mr. Sobel

Jack Sobel, formerly of GAC-TV, joins Screen Gems, N. Y., as national sales manager. Mr. Sobel, who was with GAC-TV for his entire 10-year business career, will work with John H. Mitchell, vp in charge of sales for Screen Gems, setting sales plans for company's new program expansion, including development of live shows, animated formats, and filmed series.

Sol Baer Fielding, film producer for 13 years with MGM, has become executive assistant to Herbert B. Leonard for *Route 66* and *Naked City,* hour-long series which Mr. Leonard is producing.

William Hawks, former motion picture producer, has been signed by 20th Century-Fox Tv to produce pilot film of hour-long tv series with bigtime circus background.

Jack Limpert, with United Press International, appointed regional representative for wire service with headquarters in St. Louis.

Dick (Reggie) Tobin named sales and promotion manager of new southern division of Warner Bros. Records, Hollywood.

Guy Zwahlen named Miami and south Florida representative for Wass Inc., Philadelphia, radio and tv creative and commercial production agency.

EQUIPMENT & ENGINEERING

Bernard Wise elected board chairman of Industrial Transmitters & Antennas, Lansdowne, Pa. He also continues as firm's president.

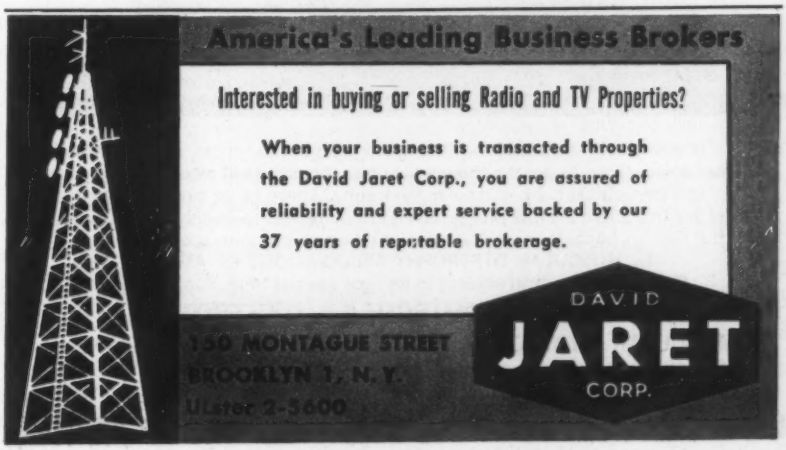
Harrison C. Reader, managing director of Telescript CSP Inc., elected to board of directors. **Charles Krumm** named director of staging division. Appointment is in line with company's introduction of new light-weight portable staging equipment which has increased sales and developed need for separate department.

Jack M. Williams, director of RCA Victor Home Instrument advertising, named vp of advertising and sales promotion for RCA Sales Corp.

Robert Swain named semiconductor product planning manager for CBS Electronics, Danvers, Mass. Previously he was eastern regional sales manager for semiconductors. **Richard Saxton** ment and industrial sales with headquarters in Dayton, Ohio.

James R. Weiner named vp of engineering for Philco Corp.'s governmental and industrial group with headquarters in Philadelphia.

Capt. William I. Bull (USN, Ret.) appointed assistant to president for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semiconductor operations at Hoffman Electronics Corp., Los Angeles.

Edward J. Hart appointed manager of RCA Microwave Dept., N. Y. He has been with company since 1953 as microwave sales coordinator.

Dr. Harry F. Olson, RCA Labs, Princeton, N. J., elected president of Audio Engineering Society. Others elected: **Harmon H. Scott,** H. H. Scott Inc., Maynard, Mass., executive vp; **L. R. Burroughs,** Electro-Voice, Buchanan, Mich., central vp; **Pell Kruttschnitt,** Capitol Records, Hollywood, western vp; **C. J. LeBel,** Audio Instrument Co., N. Y., secretary; **R. A. Schlegel,** RKO General, WOR Div., N. Y., treasurer.

John Kok named director of new Palo Alto, Calif., facility of Technology Instrument Corp., manufacturer of precision electronic components.

Davis B. Oat, formerly vp of Wind Turbine Co., West Chester, Pa. (designers and manufacturers of radio antennas and towers), to D. S. Kennedy & Co., Cohasset, Mass., as manager of commercial microwave sales.

George C. Wetmore appointed broadcast consultant coordinator of Collins Radio Co. with offices in Washington, D. C. Mr. Wetmore has been in broadcasting since 1936 when he was announcer at WICC Bridgeport, Conn.

John M. Callanan appointed sales specialist for power tube department of General Electric Co., Schenectady, N.Y. He succeeds **E. T. Chace** who becomes proposal specialist in same department.

INTERNATIONAL

Bill Stephenson, sportscaster at CKWX Vancouver, B. C., to similar position at CFRB Toronto, effective Dec. 1.

Jack A. C. Lewis, manager of CKEN Kentville, N. S., and president of the Atlantic Assn. of Broadcasters, named manager of CKLB Oshawa, Ont.

Jim Armstrong, formerly of CKEY Toronto, Ont., to new business sales manager of CHUM Toronto, Ont.

Joe King, formerly of CJCB-TV Sydney, N.S., to news director of CJCH-AM-TV Halifax, N.S., which starts operations next February.

Gene Ross, formerly manager of CFCW Camrose, Alta., to assistant manager of CJOC Lethbridge, Alta.

Johnny Esaw, sports director of CKRC Winnipeg, Man., named sports director of CFTO-TV Toronto.

Brian MacFarland, sportscaster at CFRB Toronto, to sports director of CFCF-TV Montreal.

GOVERNMENT

Earl J. Kolb, veteran of 22 years with Federal Trade Commission, 13 of them as hearing examiner, named director of FTC hearing examiners. Mr. Kolb succeeds **Everett F. Haycraft,** who has retired after 43 years service. **Walker W. K. Bennett,** senior trial attorney in Department of Justice, named FTC hearing examiner.

Walter P. North named general counsel of Securities & Exchange Commission, succeeding **Thomas G. Meeker** who resigns to enter private practice. **Mitchell S. Rieger** appointed associate general counsel, succeeding Mr. North.

ALLIED FIELDS

C. Braxton Valentine Jr., formerly staff attorney of Joint Committee on Internal Revenue Taxation, joins Washington law firm of Weaver & Glassie.

Mr. Schwartz

Louis Schwartz, formerly assistant general counsel of National Labor Relations Board, joins Washington law firm of Krieger & Jorgensen. Prior to joining NLRB, Mr. Schwartz was with U.S. Patent Office. He is 1947 graduate of George Washington U. Law School.

DEATHS

John J. Remilett Jr., 43, vp and account supervisor at D. P. Brother & Co., Detroit, died Oct. 16 of heart attack. Previously he was account executive at both Benton & Bowles and Grant Adv.

George E. Cadenas, 55, publicity account executive in merchandising services department, Grey Adv., N. Y., died Oct. 23 in Bedford, N. Y., following heart attack.

David Smiley, 81, board chairman of Smiley Properties (owner of WDAE Tampa, Fla.) died in his sleep Oct. 26. Mr. Smiley, veteran in broadcasting, controlled Smiley Properties since 1933. Among survivors are sons **David Jr.** and **Joseph,** president of WDAE.

Harry P. Somerville, 71, retired vp of Broadcast Music Inc., N.Y., died Oct. 25 from effects of fall suffered last month.

in dreams, i run...

It's only in dreams that this little girl is able to run. In life, she's confined to her wheel chair, as are the thousands upon thousands of other young children stricken by muscular dystrophy. There is, at present, no effective treatment for this progressively crippling and ultimately fatal disease. But there is hope. It lies in the massive research program sponsored by MUSCULAR DYSTROPHY ASSOCIATIONS OF AMERICA, Inc. Please back medical science in its race against time. Support the

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WAGA-TV polls audience on favorite tv programs

Viewers of WAGA-TV Atlanta have been invited to compete for $13,555 in prizes by picking the shows on that channel each night they think will be most popular (those the majority of other contestants will pick). Entries in the copyrighted contest will be transferred to Remington Rand Univac cards and judged electronically. Each contestant picks his choice for the most popular new show and gives his reason in 50 or less words in case of ties.

Entry blanks were distributed by cooperating merchants, in buses and included as a four-page insert in the Georgia edition of *TV Guide*. Exploitation includes a group of nine college students garbed as CBS stars roaming shopping centers and downtown streets to distribute the blanks. WAGA-TV personalities have taped spots in front of billboards displaying the prizes. Newspaper and magazine ads are also used.

Prizes include a 1961 Ford Falcon (first prize), 10-day vacation trips to Hollywood and New York, 10 Philco portable tv sets, $2,000 worth of Bell & Howell camera equipment and $5,000 worth of Universal appliances. Advertisers and agency executives can get into a special contest matching their choices against the viewers' to win a prize. The station has arranged to send all agency people who enter a summary of results plotted against rating service results for the same time periods.

Now it's 'Pieola'

Pie from the sky is delivered to Richard Lane (r), president of the Kansas City advertising agency bearing his name, by Barbara Hart, Queen of the Airline Ball in that city. Ozark Airlines flew the pie from St. Louis, where it had been baked at behest of KCFM (FM) St. Louis. Advertisers and agency people in both cities received the pies which each had a slice missing. The explanation: "The missing piece of the buyers pie—plus the upper crust is KCFM."

Take your pick

Some took the bus and some took the train, as WNDU-TV and WSBT-AM-TV conducted rival football excursions for Chicago agency representatives Oct. 15.

WNDU-TV, highlighted its fifth anniversary by playing host to about 70 midwestern timebuyers at the Notre Dame-Michigan State football game on the Irish campus.

Buyers from 25 Chicago, Detroit and Indianapolis agencies and some clients were transported by bus from the Windy City and entertained as part of the stations' annual football party. Buyers saw a short video-tape market presentation, lunched in Notre Dame's faculty dining room, saw the game, and attended a reception and buffet dinner during the 14-hour day.

Special guest at the luncheon was FCC Commissioner Robert E. Lee, who reiterated his position on uhf. Commissioner Lee also addressed students of the WNDU-TV Notre Dame telecommunications classes. He discussed the commission's plans for expanding the New York uhf test (BROADCASTING, Oct. 10).

The buyers gathered at Chicago's Prudential Bldg. at 8 a.m., with Howard B. (Howdee) Meyers, vice president in charge of Venard, Rintoul & McConnell's Chicago office, WNDU-TV's sales representative, and various station executives as hosts. They were greeted on the ND campus by W. Thomas Hamilton, general manager of WNDU-AM-TV, and other station personnel.

In terms of longevity, WSBT's parent *South Bend Tribune* probably claims the record, with the station hosting such parties for 25 years. But in this instance, the buyers took the South Shore Lines, were met at WSBT-AM-TV by chartered busses and taken to the WSBT-TV Broadcast Center for cocktails and lunch, with Neal Welch, general manager, in charge.

In both cases the score came out the same—Michigan State 21-0 over Notre Dame. This year, WNDU radio inherited the radio rights to Notre Dame football coverage. WNDU-TV enjoys the local and syndicated (by video tape recording on the following day) rights. WSBT lost radio rights following the recent death of its sports director Joe Boland.

What the ladies think

WGBF Evansville, Ind., drew 25,693 responses from women in its listening area in a survey polling their taste in radio. The questionnaires were part of buyers' guides distributed to women participating in the station's Community Club Awards campaign. Incentive was $100 in CCA credit for their organizations to each lady answering each questionnaire on the specified date.

The profile of the Evansville distaff market revealed: that 68.5% dial specific programs at specific times; that 51.4% listen to the radio primarily for music; that the kitchen is the most popular spot to listen (59.9%); that if the ladies could keep only one they would chooses television (42.7%), radio (38.9%) and newspapers (18.3%); that over 30% spend more than four hours per day listening to radio.

The survey findings have been issued

by the station in a brochure to give timebuyers a look at this specialized market. Questions and responses on all phases of programming, attitudes towards commercials and commercial recall are included.

Nebraska corn pickers

A crowd estimated at 9,000 attended the ninth annual Nebraska State Mechanical Corn Picking Contest, sponsored by WOW-AM-TV Omaha. Spectators came from five states to view the contest between man and machine, standing for five hours while 24 contestants reaped the corn harvest.

'Joe sent me'

The Roaring 20's were revived by WHNB-TV New Britain, Conn., at a party thrown for some 150 guests Oct. 13 to promote the ABC-TV show, *The Roaring 20's*. Antique autos were parked in front of the studio and a gas light burned outside. The 30 hostesses were dressed as flappers; no one was admitted who did not know the password—"Joe sent me." The studios had been transformed into a speakeasy with appropriate props and decorations. As guests left they were given program information sheets and promotion kits.

'Miami Undercover': new adventure in sales

A retail action promotion plan designed to strengthen sponsor-show ties in connection with *Miami Undercover*, Ziv-United Artists' new adventure series, is being hailed as an industry first by its originators. The plan, a twin-pronged affair, features (1) a contest, "Two-for-the Seashore" which offers a trip to Miami for two and (2) a retail action kit featuring various display and advertising aids including signs, price cards, tags, stickers and large lapel pins. Michael Kievman (in photo), division sales manager for Ziv-UA, points out some of the material.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: Oct. 21 through Oct. 26. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

ACTIONS BY FCC

Louisville, Ky.—Kentuckiana Tv Inc. Granted uhf ch. 51 (692-698 mc); ERP 14.4 kw vis., 7.6 kw aur.; ant. height above average terrain 251.2 ft., above ground 336 ft. Studio trans. location 903 E. River Rd., Louisville. Geographic coordinates 38° 15' 15.3" W. Long. Trans. ant. RCA. Legal counsel Welch, Mott & Morgan. Consulting engineer John H. Mullaney. Principals include **George E. Egger, Holman R. Wilson, William S. Cutchins** and **Ferris E. Traylor,** 16.5% each, and others. Mr. Traylor has interest in **Evansville Tv Inc.,** former licensee of WTVW (TV) Evansville, Ind. Ann. Oct. 20.

APPLICATIONS

Erie, Penn.—Alfred E. Anscombe uhf ch. 66 (782-788 mc); ERP 196.29 kw vis., 96.15 kw aur.; ant. height above average terrain 28.17 ft., above ground 185.92 ft. Estimated construction cost $190,542, first year operating cost $188,920, revenue $265,500. P. O. address 246 Wallace Ave., Buffalo, N. Y. Studio and trans. location State St. between 34th & 35th. Geographic coordinates 42° 06' 21" N. Lat., 80° 04' 11" W. Long. Trans. RCA TTU-12A, ant. TFU-27DH. Legal counsel James E. Greeley, Washington. Consulting engineer Silliman, Moffet & Rohrer, Washington. Mr. Anscombe has interest in WKBW-TV Buffalo, N. Y.

Existing tv stations

ACTIONS BY FCC

KHSL-TV, Chico, Calif.—Granted renewal of license; without prejudice to such action as commission may deem warranted, if any, as result of final determination in rulemaking proceedings relating to tv table of assignments in northern Calif. By letter, denied motion by KSAN-TV (ch. 32), San Francisco, to designate application for hearing or make renewal grant conditioned that commission may, without further proceedings, substitute any other vhf frequency which may be allocated to Chico upon conclusion of pending rulemaking proceedings. Ann. Oct. 21.

WWTV(TV), Cadillac, Mich.—Waived sec. 3.652(a) of rules to permit identity as Cadillac-Traverse City station without modifying license, changing station location or obligation to principal city, Cadillac; by letter, denied objection by WPBN-TV (ch. 7), Traverse City. Com. Bartley dissented. Ann. Oct. 21.

WPBN-TV, Traverse City, Mich.—Granted application to change vis. ERP from 53.7 kw to 151 kw, aur. ERP from 32.4 kw to 75.9 kw, ant. height from 760 to 1,350 ft., and change ant. site from 3 miles west of Traverse City to 2 miles south of Henrietta, 33 miles south of Traverse City. Ann. Oct. 21.

CALL LETTERS ASSIGNED

KEFS-TV Fort Smith, Ark.—Fort Smith Telecasters Inc.

WLPA (TV) Alpena, Mich.—Lake Huron Bcstg. Corp.

New am stations

ACTIONS BY FCC

Honolulu, Hawaii—Casey Bcstg. Asso. Granted 1090 kc., 5 kw. P.O. address c/o Alexander & Co., 233 Sansome St., San Francisco, Calif. Estimated construction cost $23,660, first year operating cost $68,000, revenue $75,000. Principals are **Alexander** and **Genevieve Casey,** equal partners (husband and wife). Mr. Casey has interest in insurance companies. Ann. Oct. 21.

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District 7-8531

Las Vegas, Nev.—Las Vegas Electronics. Granted 970 kc, 500 w D. P.O. address 460 Montgomery St., San Francisco, Calif. Estimated construction cost $27,286, first year operating cost $45,000, revenue $56,000. **Forrest Tancer,** sole owner, is attorney and director of insurance company. Ann. Oct. 21.

Taos, N.M.—Art Capitol Bcstg. Co. Granted 1340 kc, 250 w. P.O. address Box 1718, Cortez, Colo. Estimated construction cost $16,150, first year operating cost $30,000, revenue $42,000. Equal owners are **Donald Boston,** half owner KBLT Big Lake and general manager KCMR McCamey, both Texas, and **Jack M. Hawkins,** who has interest in KVFC Cortez, Colo., KIUN Pecos, KFST Fort Stockton and KVLF Alpine, all Texas. Ann. Oct. 21.

Syracuse, N. Y.—Entertainment Service Inc. Granted 1220 kc, 1 kw. P.O. address 3627 Hudson Dr., Youngstown, Ohio. Estimated construction cost $29,738, first year operating cost $67,500, revenue $79,700. Principals include **Jacob J. Bolotin,** 33.3%, **Albert Pezzuto,** 15.1%, **Myron H. Bolotin** and **Frederic D. Bolotin,** 13.7% each (brothers), **Hanna Oblonsky,** 9%, **Barbara C. Bolotin,** 7.6%, (wife of Myron H. Bolotin) and **May E. Wallen,** 7.6% (mother of Barbara Bolotin). Jacob Bolotin is president of furniture company. Mr. Pezzuto is accountant. Frederic Bolotin is in engineering. Mr. Oblonsky is jeweler. Ann. Oct. 20.

APPLICATIONS

Camden, Ark.—Camden Community Bcstrs. 1420 kc, 1 kw D. P.O. address Locust St., Texarkana, Ark. Estimated construction cost $13,926, first year operating cost $30,000, revenue $42,000. Principals include **Charles Mathis Jr.** and **Thomas E. Dillahunty,** equal partners. Messrs. Mathis and Dillahunty are employes of KOSY Texarkana, Ark. Ann. Oct. 26.

Wabash, Ind.—Wabash Valley Radio Inc. 600 kc, 1 kw D. P.O. address Box 3, Goshen, Ind. Estimated construction cost $27,618, first year operating cost $65,000, revenue $72,000. Principals include **Chris L. Graber, Clifford H. Carpenter,** and **Glen E. Yoder,** 20.51% each, and **Rollin R. Rheinheimer, H. Brooks Dawson,** and **William S. Miller,** 12.82% each. Mr. Graber is president of gas company. Mr. Carpenter owns hardware store. Mr. Yoder is employe of grain company. Mr. Rheinheimer is student. Messrs. Dawson and Miller are employes of WCMR Elkhart, Ind. Ann. Oct. 26.

Milton-Freewater, Ore.—Myron J. Kilburg. 1370 kc, 500 w. D. P. O. address 308 N. W. 5th Ave. Estimated construction cost $17,165, first year operating cost $25,000, revenue $36,000. Mr. Kilburg owns market. Ann. Oct. 24.

Tullahoma, Tenn.—Queen City Radio Station. 1540 kc, 500 w D. P.O. address 701 E. Lincoln St. Estimated construction cost $31,-221, first year operating cost $50,000, revenue $72,000. Principals include **Warren E. Angel** and **Jack T. Farrar,** equal partners. Mr. Angel formerly owned real estate business. Dr. Farrar is practicing physician. Ann. Oct. 19.

Existing am stations

ACTIONS BY FCC

KRNO San Bernardino, Calif.—Designated for hearing application to increase daytime power on 1240 kc from 250 w to 1 kw-LS, reduced to 250 w when KPPC Pasadena, is operating, continuing nighttime operation with 250 w; made KRKS Ridgecrest, and KSON San Diego, parties to proceeding. Ann. Oct. 21.

WBSR Pensacola, Fla.—Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering condition. Ann. Oct. 21.

WIKC Bogalusa, La.—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering condition. Ann. Oct. 21.

KCIL Houma, La.—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering condition. Ann. Oct. 21.

WLOX Biloxi, Miss.—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering condition. Ann. Oct. 21.

KFRN Forney, Tex.—Granted mod. of cp to change location of international broadcast station to Glenpool, Okla., about 14 miles south of Tulsa. Ann. Oct. 21.

WBTH Williamson, W. Va.—Granted increased daytime power on 1400 kc from 250 w to 1 kw-LS, continued nighttime operation with 250 w. Ann. Oct. 21.

APPLICATION

KRUS Ruston, La.—Cp to increase daytime power from 250 w to 500 w and install new trans. (1490 kc). Ann. Oct. 21.

CALL LETTERS ASSIGNED

KHAR Anchorage, Alaska — Sourdough Bcstrs.

KLID Poplar Bluff, Mo.—Don M. Lidenton.

KWAY Forest Grove, Ore.—Triple G. Bcstg. Co. Changed from KPBC.

WKFD Wickford, R. I.—South County Bcstg. Co.

New fm stations

ACTIONS BY FCC

Little Rock, Ark.—Tanner Bcstg. Corp., granted 100.7 mc, 22.5 kw. P.O. address 604 E. Capitol Ave., Litle Rock, Ark. Estimated construction cost $22,666, first year operating cost $9,000, revenue $14,000. Principals include **H. Glenn Tanner,** 99.8%, owner of Little Rock Muzak franchise. Ann. Oct. 21.

***San Francisco, Calif.—U. of San Francisco,** granted 90.1 mc, 1.4 kw. P.O. address c/o Rev. F. J. Spieler, S.J., U. of San Francisco, San Francisco, Calif. Estimated construction cost $1,250, first year operating cost $1,000. Non-commercial, educational. Ann. Oct. 21.

Cambridge, Mass.—WTBS Foundation Inc. Granted 88.1 mc, 10 w. Overall height above sea level 140 ft. P. O. address Box 3, Ames St. Estimated construction cost $30,750, first year operating cost $1,800. Non-commercial educational station. Ann. Oct. 21.

Worthington, Minn.—Worthington Bcstg. Co., granted 94.9 mc, 26.5 kw. P.O. address Worthington, Minn. Estimated construction cost $25,772, first year operating cost $21,000, revenue $14,000. Principals include **R. W. Olson** 87% and others. Mr. Olson has interests in KWOA Worthington, Minn. Ann. Oct. 21.

Stevens Point, Wis.—Stevens Point Bcstg. Co. granted 97.9 mc; 15 kw. P.O. address 414 Main St. Estimated construction cost $23,-716.77, first year operating cost $15,000, revenue $18,000. Applicant is licensee of **WSPT Stevens Point.** Ann. Oct. 21.

Existing fm stations

CALL LETTERS ASSIGNED

KUDE-FM Oceanside, Calif.—Dolph-Pettey Bcstg. Co.

KSRF (FM) Santa Monica, Calif.—Santa Monica Bcstg. Co. Changed from KSTM-FM.

KCUI (FM) Pella, Iowa—Central U. of Iowa.

KNEB-FM Scottsbluff, Neb.—Platte Valley Bcstg. Corp.

WMER (FM) Celina, Ohio—Celina Bcstg. Co.

WDGO (FM) Cleveland, Ohio—Douglas G. Oviatt & Son Inc.

Ownership changes

ACTIONS BY FCC

KWIP Merced, Calif.—Granted assignment of license to **Yosemite Bcstr. Inc.** (Ellsworth Peck, president); consideration $170,000. Comr. Bartley dissented. Ann. Oct. 21.

KAJS(FM) Newport Beach, Calif.—Granted assignment of cp to **Newport-Costa Mesa Bcstg. Inc.** (James D. Higson, president); consideration $3,000 for expenses. Ann. Oct. 21.

KRKS Ridgecrest, Calif.—Granted assignment of license to **Israel Sinofsky,** tr/as **Ridgecrest Bcstg. Co.**; consideration $48,000. Ann. Oct. 21.

KBLR Goodland, Kans.—Granted assignment of license to **KFBI, Inc.,** which purchased station equipment at bankrupt sale for $50,000. Ross Beach Sr., assignee president, has controlling interest in KAYS-AM TV Hays, Kans. Ann. Oct. 21.

KLOS Albuquerque, N. M.—Granted (1) renewal of licenses and (2) transfer of control from **E. Boyd Whitney** to **George Oliver,** latter to increase his interest from 30% to 68⅔%; stock and other considerations. Ann. Oct. 21.

H and R Electronics Inc. Greenville, N. C.—Granted acquisition of positive control by **Wilbur B. Reisenweaver** (who, with wife, now owns 50% interest) through purchase of remaining 50% from **Philip** and **Elizabeth Hedrick** for $1,150. Ann. Oct. 21.

WCRK Morristown, Tenn.—Granted assignment of license to **W.C.R.K. Inc.** (John P. Hart, president); consideration $130,000. Ann. Oct. 21.

APPLICATIONS

WILZ St. Petersburg Beach, Fla.—Seeks involuntary transfer of control from **Edmund A. Spence,** 58.1%, deceased, to **Mrs. Edmund A. Spence.** No financial transaction involved. Ann. Oct. 19.

KYME Boise, Idaho—Seeks assignment of license from **Keith E.** and **Ellen D. Patterson** to **Publix Bcstg. Co.** for $116,000. Principals include **Samuel** and **Jeanette Nissley,** 48.91%

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(husband & wife), and **Vernon** and **Lucille Kloepfer**, 48.43% (husband and wife). Mr. and Mrs. Nissley have interest in KLOR-TV Provo, Utah. Mr. Kloepfer was former employe of KLOR-TV. Ann. Oct. 24.

WINS, New York, N. Y.—Seeks assignment of license from **Gotham Bcstg. Corp.** to **WINS Inc.** for $10,000,000. WINS Inc. is wholly-owned subsidiary of **Storer Bcstg. Co.**, headed by George B. Storer, 52.23%. Storer agrees to sell one of its existing am stations in order to comply with multiple ownership rules of FCC. (See WWVA Wheeling, W. Va., below.) Ann. Oct. 21.

WRKM Carthage, Tenn.—Seeks assignment of license from **Sidney L. Martin, Reggie L. Honey**, and **James T. Watts**, 33⅓% each, to **Reggie L. Honey** and **James T. Watts**, equal partners, for $10,000. Ann. Oct. 20.

KRBE (FM) Houston, Tex.—Seeks transfer of control of **Texas Fine Music Bcstrs. Inc.** from **Ellis W. Gilbert**, 62½%, **Edward J. Bates Jr.**, 21%, and **W. Scott Red** and **Louise Ware**, 8⅓% each, to **Roland A. Baker**, 50%, **J. Paul Pomeroy Jr.** and **Victor F. Branch** 20% each, and **Ellis W. Gilbert**, 10%, for about $30,000. Messrs. Baker and Branch are attorneys. Ann. Oct. 19.

WWVA-AM-FM Wheeling, W. Va.—Seeks assignment of license from **Storer Bcstg. Co.** to **WWVA Inc.** for $1,300,000. WWVA Inc. is group headed by **Ira** and **Bernice Herbert**, 16⅔% each. Principals involved in WWVA Inc. also hold same stock interests in WAKE Atlanta, Ga. and WYDE Birmingham, Ala. See WINS New York. Ann. Oct. 20.

WCUB Manitowoc, Wis.—Seeks assignment of license from **Business Management Inc.** to **Eastern Wisconsin Bcstg. Corp.** for $87,500. Principals include **John E. Severson**, 33.3%, **Edwin C. Severson**, 10% (father and son), **Ben F. Hovel** and **Otto Sanders**, 15.9% each, **Donald W. Reynolds, Emmett S. Jaques**, and **Nick G. Takton**, 8.3% each. Messrs. Edwin Severson, Hovel, and Sanders formerly had interests in WKOW-AM-TV Madison, Wis. John Severson is with advertising agency. Mr. Reynolds has interest in fruit growing company. Mr. Jaques is employe of brewery. Mr. Takton is employe of oil and refining company. Ann. Oct. 20.

WATL Sheboygan, Wis.—Seeks assignment of license from **Central States Bcstg. Co.** to **Richard P. McKee**, sole owner, for $150,000. Mr. McKee is licensee of WKCB, WKCQ (FM) Berlin and WBNC Conway, both New Hampshire. Ann. Oct. 20.

KOWB Laramie and KYCN Wheatland, both Wyoming—Seeks assignment of license and cp (respectively) from **KOWBoy Bcstg. Co.** to **KOWBoy Radio Inc.** Sale is from **John C. Hunter**, 60%, **Patricia R. Hunter**, less than 1% (husband and wife), **Charles R. Bell**, 20%, and **William B. Davis**, 20%, to **Charles R. Bell**, 80% minus 1 share, **William B. Davis**, 20%, and **James F. Davis**, less than 1% (father-in-law to Charles Bell), for $65,000. James Davis manages hotel. Ann. Oct. 26.

FINAL DECISIONS

■ By order, commission, on request by Kentuckiana Tv Inc., made effective immediately Sept. 8 initial decision and (1) granted application of Kentuckian for new tv station to operate on ch. 51 in Louisville, Ky., and (2) dismissed without prejudice competing application of United Electronics Laboratories Inc. Comr. Bartley abstained from voting; Comr. King dissented with statement. Ann. Oct. 20.

■ By order, commission made effective immediately Sept. 9 initial decision and granted application of High Fidelity Stations Inc., to change facilities of KPAP Redding, Calif., from 1270 kc, 1 kw, D, to 1330 kc, 5 kw, D. Comr. King dissented with statement. Ann. Oct. 20.

■ By order, commission made effective March 11 initial decision and granted application of Entertainment and Amusements of Ohio Inc., for new am station to operate on 1320 kc, 500 w, D, DA, in Solvay, N. Y. Action Oct. 20.

■ By order, commission accepted withdrawal of exceptions by WIAC San Juan, P. R., and cancelled Nov. 4 oral argument in proceeding on application of Radio Americas Corp. to change facilities of WORA Mayaguez, P. R., from 1150 kc, 1 kw, unl., to 760 kc, 5 kw, unl., DA. Ann. Oct. 20.

■ By separate memorandum opinions and orders, commission denied following petitions involving application of Hartford Phonevision Co. to conduct trial subscription-tv operations over tv station WHCT Hartford, Conn.: (1) by Connecticut Committee Against Pay Tv and 5 owners of motion picture theatres in that area requesting clarification or mod. of hearing issues with respect to programming, and (2) petitions by Zenith Radio Corp. and Tv Entertainment Co., (TECO) to participate as parties. Ann. Oct. 21.

■ Reconsidered Oct. 19 order and readopted that order which, on request by Kentuckiana Tv Inc., made effective immediately Sept. 8 initial decision and (1) granted application of Kentuckiana for new tv station to operate on ch. 51 in Louisville, Ky., and (2) dismissed without prejudice competing application of United Electronics Laboratories Inc. Comr. Bartley abstained from voting. Ann. Oct. 21.

■ By order, commission extended for 60 days from Oct. 31 period in which existing tv vhf repeaters (boosters) which were constructed before July 7, 1960 can apply for temporary authorizations to continue operation pending their compliance with new vhf translator rules.

This is being done as convenience to many repeater operators who are experiencing delay in receiving required approval of regular tv stations whose programs they pick up and repeat. Application for temporary authorization is made on special form provided for that purpose. Over 400 such applications have so far been received by commission.

Operators of temporarily authorized repeater stations have until February 1, 1961 to apply to Commission for mod. of equipment or for new construction to meet low-power vhf translator rules. Such applications should be made on FCC form 346. Ann. Oct. 21.

■ By order, commission set aside its Sept. 20 designation for hearing order in dockets and returned to processing line for further consideration following applications for new am stations to operate on 1550 kc: Western Bcstg. Co. and R. L. McAlister, Odessa, Tex.; W. J. Harpole, Canyon, Tex.; Oklahoma Bcstg. Co. and Sapulpa Bcstrs., Sapulpa, Okla.; Courtney Bcstg. Co. and Winfield Bcstg. Co., Winfield, Kans.; and Seward County Bcstg. Co., Dodge City, Kans. Comr. Cross dissented. Ann. Oct. 26.

INITIAL DECISIONS

■ Hearing Examiner Jay A. Kyle issued initial decision looking toward granting applications of (1) Zephyr Bcstg. Corp. for new am station in Zephyrhills, Fla., to operate on 1400 kc, 250 w, unl., with condition that this grant will be subject to any interference received from grant of application of Myron A. Reck and (2) application of Mr. Reck to increase daytime power of WTRR Sanford, Fla., from 250 w to 1 kw, continuing operation on 1400 kc, 250 w-N. Ann. Oct. 20.

■ Hearing Examiner Annie Neal Huntting issued initial decision looking toward granting application of United Bcstg. Co., for new am station to operate on 1570 kc, 500 w, D, DA, in Beverly, Mass. Ann. Oct. 26.

OTHER ACTIONS

■ Commission invites comments to Notice of Proposed Rulemaking looking toward amending the tv table of assignments to add ch. 19 plus to Bay City, Mich., by substituting ch. 25 for ch. 19 in Midland and ch. 21 for ch. 25 in East Tawas. Delta College, new institution to be located halfway between Midland and Bay City, and Mid-State Bcstg. Corp., licensee of WSWM (FM) East Lansing, who jointly petitioned for assignment, propose to apply for station to operate on joint basis, partly commercial and partly educational, to serve Bay City, Midland and Saginaw. Ann. Oct. 21.

H-K Tv Assn. Salmon, Idaho—Granted temporary authority to operate vhf repeater station on ch. 10 to repeat programs of KXLF-TV (ch. 4), Butte, Mont., to serve Salmon and Carmen; reminded of sec. 4.732(d) of rules. Ann. Oct. 21.

Routine roundup

ACTIONS ON MOTIONS

By Commissioner Charles H. King

■ Granted petition by Taft Bcstg. Co. and extended to Oct. 25 time to file exceptions to initial decision in proceeding on application of WHAS Inc., to change trans. and ant. location of WHAS-TV Louisville, Ky. Action Oct. 17.

■ Granted petition by Washington State U., Pullman, Wash., and extended to Oct. 18 time to file opposition to petition for designation of hearing filed by First Presbyterian Church of Seattle (KTW) Seattle, Wash., in proceeding on am applications of Washington State for renewal and mod. of license of KWSC and First Presbyterian Church for renewal of license of KTW. Action Oct. 17.

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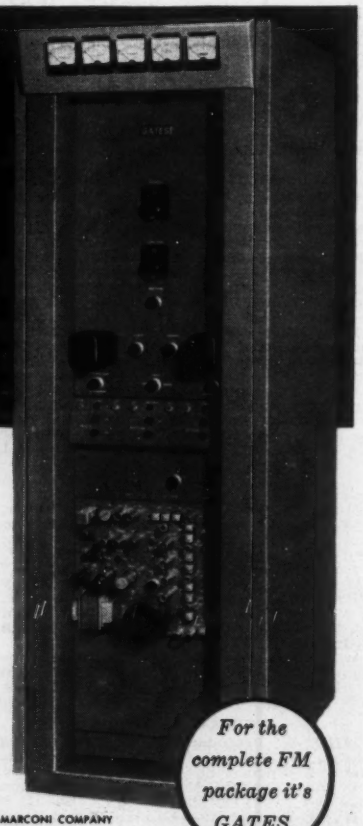

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■ Granted petition by Telemusic Co. and extended to Nov. 8 time to file exceptions to initial decision in proceeding on application of American Broadcasting-Paramount Theatres Inc. (KABC-FM) Los Angeles, Calif. Action Oct. 19.

■ Granted petition by Bay Area Electronic Associates and extended to Nov. 30 time to file exceptions to initial decision in proceeding on its application for new am station in Santa Rosa, Calif. Action Oct. 21.

By Acting Chief Hearing Examiner Jay A. Kyle

■ On own motion, cancelled Oct. 21 oral argument on petition by Laurel Bcstg. Co., to dismiss without prejudice its application for new am station in Laurel, Md. which is consolidated for hearing with dockets. Action Oct. 20.

■ Scheduled following hearings on dates shown: *Nov. 29*—applications Bi-States Co. (KHOL-TV) Kearney, Neb. and Topeka Bcstg. Association Inc. (WIBW-TV) Topeka, Kans. for cps for new trans. sites; *Dec. 1*—am applications of M & W Co. and Bethany Bcstg. Co., both Yakima, Wash. Action Oct. 17.

■ Scheduled resumption of hearing for Oct. 20 in matter of order directing Douglas H. McDonald, trustee, permittee of tv station WTVW, ch. 7, Evansville, Ind., to show cause why authorization for station WTVW should not be modified to specify operation on ch. 31 in lieu of ch. 7. Action Oct. 18, and on Oct. 20 continued hearing to date in November to be determined.

■ Issued order formalizing ruling on Oct. 14 record, pursuant to oral argument on petition by Nevada Bcstrs. Fund Inc., to dismiss without prejudice its application for new tv station to operate on ch. 4 in Reno, Nev.; denied petition and dismissed application with prejudice and retained in hearing status remaining applications. Action Oct. 20.

By Hearing Examiner Basil P. Cooper

■ Granted motion by A. S. Riviere, Barnesville, Ga., and extended from Oct. 20 to Nov. 3 date for exchange of exhibits in proceeding on his am application, et al. Action Oct. 13.

By Hearing Examiner Thomas H. Donahue

■ Granted joint petition by Inter-Cities Bcstg. Co., Livonia, Mich., and Peoples Bcstg. Corp. (WGAR) Cleveland, Ohio, and extended from Oct. 17 to Nov. 24 date for submission of rebuttal engineering exhibits of Inter-Cities and continued Oct. 25 further hearing to Dec. 12 in proceeding on am application of Inter-Cities Bcstg. Co. Action Oct. 17.

■ Granted motion by Pioneer Bcstg. Corp. (WOPI) Bristol, Tenn., and continued Oct. 18 further prehearing conference to Dec. 19 in proceeding on its am application. Action Oct. 18.

■ Granted petition by Belton Bcstrs. Inc., and continued Oct. 21 hearing to Nov. 4 in proceeding on its application and that of Floyd Bell for new am stations in Belton and Texarkana, both Texas. Action Oct. 20.

By Hearing Examiner Charles J. Frederick

■ Pursuant to agreements reached at Oct. 18 prehearing conference scheduled certain procedural dates in proceeding on am application of Radio Station KMUL (KMUL) Muleshoe, Tex.; hearing to take place as scheduled on Nov. 10. Action Oct. 18.

■ Granted petition by Idaho Microwave Inc., and rescheduled Oct. 20 prehearing conference for Oct. 31 in proceeding on its applications for new fixed radio stations in Kimport Peak, Rock Creek, and Jerome, all Idaho. Action Oct. 19.

■ Scheduled prehearing conference for Nov. 4 in proceeding on applications of M and W Co., and Bethany Bcstg. Co., for new am stations in Yakima, Wash. Action Oct. 20.

By Hearing Examiner Walther W. Guenther

■ On own motion, corrected in various respects transcript of record in proceeding on am applications of Voice of the New South Inc. (WNSL) Laurel and Mid-America Bcstg. Co. (WGVM) Greenville, both Mississippi. Action Oct. 18.

■ Granted request by Mesa Microwave Inc., Oklahoma City, Okla. and continued Oct. 20 prehearing conference to Oct. 27 in proceeding on its applications for cps for new fixed video radio stations at Lake City, Madison and Monticello, all Florida. Action Oct. 17.

■ On own motion, scheduled prehearing conference for Oct. 25 in proceeding on applications of East Texas Transmission Co., for cps for new fixed video radio stations at College Mound, Colfax and Tyler, all Texas. Action Oct. 14.

■ Pursuant to agreements reached by all parties at Oct. 21 prehearing conference, scheduled dates for procedural steps which shall govern proceeding on application of Peoples Bcstg. Corp., for new fm station in Trenton, N. J., and continued Nov. 4 hearing to Dec. 20. Action Oct. 21.

■ Granted petition by Rollins Bcstg. Inc., for leave to amend its application for new tv station to operate on ch. 12 in Wilmington, Del., to reduce the height of its proposed ant. from 882 ft. above average terrain to 718.3 ft. Action Oct. 21.

By Hearing Examiner Isadore A. Honig

■ Issued memorandum of ruling formalizing ruling made following oral argument in proceeding on application of M & M Bcstg. Co. (WLUK-TV) Marinette, Wis., granting *nunc pro tunc* motion filed on Oct. 13 by Aeronautical Intervenors for postponement from Oct. 13 to Oct. 27 for intervenors to file motion to reopen evidentiary record and from Oct. 18 to Nov. 1 for oral argument on any such reopening motion filed by intervenors. Action Oct. 17.

■ Scheduled prehearing conference for Nov. 2 in proceeding on am application of Associated Bcstrs. Inc. (WHYS) Ocala, Fla. Action Oct. 19.

By Hearing Examiner Annie Neal Huntting

■ Granted petition by Williamson County Bcstg. Co. (WAGG) Franklin, Tenn., and extended from Oct. 17 to Oct. 24 time to file reply findings in proceeding on am application of Tri-State Bcstg. Co. (WGTA) Summerville, Ga. Action Oct. 17.

■ Granted petition by Community Bcstg. Co. (WHPB) Belton, S. C., to withdraw motion to dismiss application of Elberton Bcstg. Co. (WSGC) Elberton, Ga., for failure to appear in consolidated proceeding in dockets et al; Granted petition by Radio Station WMGA (WMGA) Moultrie, Ga., and continued Oct. 24 prehearing conference without date pending filing and resolution of proposed joint petition for reconsideration and grants without hearing of various applications in this proceeding. Action Oct. 20.

■ Granted petition by United Bcstg. Co., for leave to amend its application for new am station in Beverly, Mass., to correct geographical coordinates. Action Oct. 21.

By Hearing Examiner H. Gifford Irion

■ Pursuant to schedule agreed upon at Oct. 20 prehearing conference in proceeding on fm applications of KOMY Inc., Watsonville, Calif., et al., cancelled Nov. 7 hearing and new date will be established at second prehearing conference to be held on Dec. 16. Action Oct. 20.

By Hearing Examiner David I. Kraushaar

■ Granted petition by Connellsville Bcstrs. Inc. (WCVI) Connellsville, Pa. (applicant in group 1) for change in scheduled dates to extent that previously scheduled dates for group I are changed; Nov. 10 second prehearing conference continued to Dec. 1 and Nov. 15 hearing to Dec. 6 in consolidated proceeding in dockets et al. Action Oct. 18.

By Hearing Examiner Forest L. McClenning

■ Scheduled further hearing for Oct. 31 in proceeding on am applications of Beacon Bcstg. System Inc., Grafton-Cedarburg and Suburban Bcstg. Co., Jackson, both Wisconsin. Action Oct. 17.

By Hearing Examiner Herbert Sharfman

■ Pursuant to Oct. 18 informal conference in proceeding on am application of Donze Enterprises Inc. (KSGM) Chester, Ill., ordered that Broadcast Bureau may file comments upon Donze's proposed findings by Oct. 28, and replies by Donze by Nov. 7. Action Oct. 18.

■ Granted petition by Broadcast Bureau and extended from Oct. 24 to Nov. 2 time to file proposed findings and conclusions and from Nov. 3 to Nov. 14 for replies in proceeding on application of Mark Twain Bcstg. Co. for renewal of license of KHMO, Hannibal, Mo. Action Oct. 24.

■ On request of all counsel, further extended from Oct. 26 to Nov. 2 time to file proposed findings of fact and conclusions and from Nov. 9 to Nov. 16 for replies in matter of consent to relinquishment of positive control of WJPB-TV Inc., permittee of WJPB-TV, ch. 5, Weston, W. Va., by J. P. Beacon through sale of stock to Thomas P. Johnson and George W. Eby. Action Oct. 24.

By Hearing Examiner Elizabeth C. Smith

■ Pursuant to consent of counsel, continued Oct. 31 hearing to Nov. 17 in Panama City, Fla., tv ch. 13 proceeding. Action Oct. 14.

■ Granted petition by Skyline Bcstrs. Inc., Klamath Falls, Ore. for leave to amend its am application to show change in stock subscribers, officers and directors. Action Oct. 14.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Oct. 26

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,472	57	105	824
FM	731	52	221	98
TV	478	12	114	106

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Oct. 26

	VHF	UHF	TV
Commercial	454	81	535
Non-commercial	38	14	52

COMMERCIAL STATION BOXSCORE

As reported by FCC through Sept. 30, 1960

	AM	FM	TV
Licensed (all on air)	3,469	723	475[1]
CPs on air (new stations)	53	40	14[2]
CPs not on air (new stations)	96	217	113
Total authorized stations	3,618	980	657
Applications for new stations (not in hearing)	611	66	29
Applications for new stations (in hearing)	202	34	75
Total applications for new stations	813	100	104
Applications for major changes (not in hearing)	577	25	34
Applications for major changes (in hearing)	280	7	16
Total applications for major changes	857	32	50
Licenses deleted	0	0	0
Cps deleted	0	0	2

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation and on which has not started operation.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of October 20

■ Granted STA for following vhf tv repeater stations: Better Community Tv Assn. Inc., chs. 7, 10, 12, Malott, Riverside, Tonasket, Omak & Okanogan, Farmington Community, Wash. (KHQ, KREM, KXLY, chs. 6, 2, 4, Spokane, Wash.); Apache Gas. Co., ch. 6, Reserve, N. M. (KGUN, ch. 9, Tucson, Ariz.); Lander Valley T.V. Assn., ch. 12, Lander Valley, Wyo. (KTWO, ch. 2, Casper, Wyo.); Dupree Community Club, chs. 11, 13, City of Dupree, S. D. (KPLO-TV, ch. 6, Reliance, KOTA-TV, ch. 3, Rapid City, S. D.); Sundance Community Tv Assn., chs. 7, 9, Sundance, Wyo., and vicinity (KOTA-TV, ch. 3, Rapid City, S .D., KTWO, ch. 2, Casper, Wyo.; Peoples Tv Inc., chs. 5, 7, 11, Bisbee, Ariz. (KVOA-TV, ch. 4, KOLD, ch. 13, Tucson, Ariz.; Carleton Currier, ch. 7, 15 miles South Rifle, Colo. (KREX-TV, ch. 5, Grand Junction, Colo.); John D. Miller, ch. 2, Philipsburg, Mont. (KXLF-TV, ch. 4, Butte, Mont.); Gardiner Community T. V., chs. 7, 9, Gardiner, Mont. (KID, ch. 3, Idaho Falls, Idaho; KXLF, ch. 4, Butte, Mont.); Hilger Tv Club, ch. 10, Central Fergus County, Mont. (KOOK-TV, ch. 2, Billings, Mont.); Park Non-Profit Tv Inc., chs. 13, 11, 9, City of Livingston, Mont. (KGHL, ch. 8, KOOK-TV, ch. 2, Billings, KXLF-TV, ch. 4, Butte, Mont.); Osage Tv Associates Inc., ch. 9, Osage Community, Wyo. (KTWO-TV, ch. 2, Casper, Wyo.); White River Tv District No. 1, ch. 7, Lund & Preston, Nev. (KSL-TV, ch. 5, Salt Lake City, Utah); Dodson Tv Assn., ch. 11, Dodson, Mont. (KOOK-TV, ch. 2, Billings, Mont.); Puerco T.V. Repeater Assn., ch. 11, Lupton, Houck, Sanders, Chambers, Navajo, Ariz. (KOB, ch. 4, Albuquerque, N. M.); Clayton Community Tv, ch. 7, Clayton, Idaho (KID, ch. 3, Idaho Falls, Idaho); Kamiah Valley T.V. Inc., ch. 5, Kamiah, Idaho (KXLY-TV, ch. 4, Spokane, Wash.).

Actions of October 19

■ Granted STA for following vhf tv repeater stations: Baker Tv Booster Inc., chs. 12, 10, Baker, Mont. (KDSJ-TV, ch. 5, Deadwood, S. D.; KDIX, ch. 2, Dickinson, N. D.); Aztec Non-Profit Tv Assn. Inc., ch. 10, Aztec and vicinity, N. M. (KOB-TV, ch. 4, Albuquerque, N. M.); Cokeville Community Tv System, ch. 7, Cokeville, Wyo. (KCPX, ch. 4, Salt Lake City, Utah); Green Mountain Tv Assn. (Inc.), ch. 4, Bureau of Reclamation Camp, Only Green Mtn. Dam, Kremmling, ch. 11, Blue River, Troublesome Valleys, Colo. (KOA-TV, ch. 4, Denver, Colo.); Howard Tv Club, ch. 12, Howard Community, Mont. (KOOK-TV, ch. 2, Billings, Mont.); Browning Tv Club, ch. 11, Browning, Mont. (CJLH-TV, ch. 7, Lethbridge, Canada); Buena Vista Tv Inc., ch. 10, Buena Vista and immediate area, Colo. (KOA-TV, ch. 4, Denver, Colo.); City of Ainsworth, ch. 13, Ainsworth, Neb. (KPLO, ch. 6, Reliance, S. D.); B and W T.V. Assn., ch. 13, Windham and Benchland, Mont. (KFBB-TV, ch. 5, Great Falls, Mont.); Chamber of Commerce T.V. Committee, chs. 8, 2, 13, St. George, Utah (KLAS-TV, ch. 8, KSHO-TV, ch. 13, Las Vegas, KLRT-TV, ch. 2, Henderson, Nev.); Chamber of Commerce T. V. Committee, chs. 6, 10, 4, Santa Clara & Washington, Utah (KLAS-TV, ch. 8, KSHO-TV, ch. 13, Las Vegas, KLRJ-TV, ch. 2, Henderson, Nev.); Hot Springs Booster Tv Inc., ch. 5, Lucerne farming district and Town of Kirby, and Town of Thermopolis, Wyo. (KTWO-TV, ch. 2, Casper, Wyo.); Tongue River Translator Assn., chs. 10, 13, Tongue River Valley West of Acme & North East of Acme, Wyo.) (KGHL-TV, ch. 8, KOOK-TV, ch. 2, Billings, Mont.); Spotted Horse T. V. Booster Club, ch. 10, Spotted Horse, Recluse and Wildcat communities, Wyo. (KTWO-TV, ch. 2, Casper, Wyo.); Story Banner Community T. V., ch. 5, Story and Banner, Wyo. (KTWO-TV, ch. 2, Casper, Wyo.); Coaldale Community Tv Club, ch. 5, Coaldale area, Colo. (KCSJ-TV, ch. 5, Pueblo, Colo.); San Miguel Power Assn. Inc., ch. 3, Paradox Valley, ch. 2, Naturita, ch. 12, Uravan, ch. 8, Nucla, ch. 6, Norwood, Colo. (KREY-TV, ch. 10, Montrose, Colo.); Aspen Tv Committee, ch. 11, Aspen, Colo., and surrounding areas (KOA-TV, ch. 4, Denver, Colo.); Chief Joseph Community Services Inc., chs. 2, 6, 4, Bridgeport, Wash. (KREM-TV, KHQ-TV, KXLY-TV, chs. 2, 6, 4, Spokane, Wash.); Aspen Tv Committee, chs. 6, 3, Aspen, Colo. (KREX-TV, ch. 5, Grand Junction, KOA-TV, ch. 4, Denver, Colo.); Seminoe-Kortes Tv Assn., ch. 7, Seminoe Dam, Kortes Dam and Leo community, Wyo. (KTWO-TV, ch. 2, Casper, Wyo.); Pahranagat Valley Tv District, ch. 8, Pahranagat Valley, Nev. (KLRJ-TV, ch. 2, Henderson, Nev.); Marshall Tv Inc., ch. 6, Marshall, Minn. (KELO-TV, ch. 11, Sioux Falls, S. D.); Hot Sulphur Springs Community Tv Assn., ch. 11, Hot Sulphur Springs, Colo. (KOA-TV, ch. 4, Denver, Colo.); Mobridge Tv Assn., ch. 10, Glenham and Mobridge, S. D. (KFYR-TV, ch. 5. Bismarck, N. D.); Enterprise T.V. Assn., chs. 7, 9, 11, Enterprise, Utah (KCPX-TV, ch. 4, KSL-TV, ch. 5, KUTV, ch. 2, Salt Lake City, Utah); Millard County, chs. 8, 10, 12, Holden, Utah (KUTV, ch. 2, KCPX-TV, ch. 4, KSL-TV, ch. 5, Salt Lake City, Utah); Chamber of Commerce T. V. Committee, chs. 11, 7, Eureka, S. D. (KFYR-TV, ch. 5, Bismarck, N. D., KDLO-TV, ch. 3, Garden City, S. D.); North Fork T. V. Assn., ch. 10, North Fork North to Huges Creek (not a town), ch. 6, Mathew Ridge North to North Fork, Idaho (KID-TV, ch. 3, Idaho Falls, Idaho); Valier Community Club, ch. 11, Valier, Mont. (KFBB-TV, ch. 5, Great Falls, Mont.); Chambers T. V. Booster Committee, ch. 13, Chambers and immediate vicinity, Neb. (KHAS-TV, ch. 5, Hastings, Neb.).

WAST Albany, N. Y.—Granted license for new tv station and for aux. trans. at main trans. site.

Clinton Bcstg. Inc. Clinton, Tenn.—Granted mod. of cp to change type trans., studio location; remote control permitted.

■ Following stations were granted extensions of completion dates as shown: WOC-TV Davenport, Iowa, to Feb. 25, 1961; WJZZ Bridgeport, Conn., to Jan. 1, 1961.

Actions of October 18

■ Granted STA for following vhf tv repeater stations: Clifton Tv Corp., ch. 10, Clifton, Idaho (KCPX-TV, ch. 4, Salt Lake City, Utah); City of Valentine, ch. 12, Valentine, Neb. (KPLO-TV, ch. 6, Reliance, S. D.); Twodot T.V. Repeater Assn., ch. 13, Upper Big Elk Valley and Lebo Valley—6 mi. South of Two Dot, Wheatland Co., Mont. (KOOK-TV, ch. 2, Billings, Mont.); Village of Taylor, ch. 7, Taylor and surrounding area, Neb. (KHAS-TV, ch. 5, Hastings, Neb.); Stacey Tv Club, ch. 6, Volborg, Mont. (KGHL-TV, ch. 8, Billings, Mont.); Scobey Tv Corp., ch. 12, Scobey, Mont. (KUMV-TV, ch. 8, Williston, N. D.); Chico Tv Booster Club, ch. 10, Yellowstone Valley, Mont. (KXLF-TV, ch. 4, Butte, Mont.); Collbran T.V. Assn., ch. 4, Town of Collbran, Colo. (KREX-TV, ch. 5, Grand Junction, Colo.); Cliff T.V. Club, ch. 8, Cliff-Gila Community, N. M. (KROD-TV, ch. 4, El Paso, Tex.); Upper Willamette Tv Reflector System Inc., ch. 3, Oakridge—Westfir, Ore. (KVAL-TV, ch. 13, Eugene, Ore); Shelby Tv Club Inc., chs. 11, 13, City of Shelby, only, Mont.) (KFBB-TV, ch. 5, Great Falls, Mont., CJLH-TV, ch. 7, Lethbridge, Alberta, Canada); Fort Benton Tv Club, ch. 13, Fort Benton, Mont. (KFBB-TV, ch. 5, Great Falls, Mont.); United T.V. Assn., ch. 13, Paoli-Holyoke, ch. 12, Haxtun, ch. 8, Fleming-Crook, Colo. (KOA-TV, ch. 4, Denver, Colo.); Raton Community Tv Club, chs. 2, 9, 6, Raton and Trade area, N. M.) (KRDO-TV, ch. 13, Colorado Springs, Colo., KOB-TV, ch. 4, Albuquerque, N. M., KGGM-TV, ch. 13, Albuquerque); Kevin Tv Assn. Inc., ch. 9, Kevin and Toole County, Mont. (KFBB-TV, ch. 5, Great Falls, Mont.); Clifton T.V. Corp., ch. 13, Clifton, Idaho (KSL-TV, ch. 5, Salt Lake City, Utah).

WBLU Salem, Va.—Granted assignment of license to **Salem Bcstg. Corp.**

WALY Herkimer, N. Y.—Granted acquisition of positive control by **Richard K. Thorman** and **Margaret S. Thorman** through purchase of stock from WALY Inc.

WHUN Huntingdon, Pa.—Granted assignment of license to **Huntington Bcstr. Inc.**

KALV Alva, Okla.—Granted request for extension of authority to sign off at 7 p.m., for period ending January 6, 1961 except for special events.

KCSR Chadron, Neb.—Granted extension of authority to sign off at 6 p.m., MST, for period ending Feb. 1, 1961, except for special events.

WABQ Cleveland, Ohio—Granted cp to change ant.-trans. location, ant. system (increase height), ground system; remote control permitted; condition.

Actions of October 17

■ Granted STA for following vhf tv repeater stations: Frying Pan Tv Assn., ch. 13, Upper Frying Pan River area, Colo. (KREX-TV, ch. 5, Grand Junction, Colo.); Choteau Junior Chamber of Commerce, chs. 7, 9, City of Choteau and adjacent rural area,

(Continued on page 101)

Collins — the perfect answer to automatic tape programming and a first step toward complete station automation. Just insert the tape cartridge, push one button, and the program is on the air, on cue. Automatic tape programming with Collins equipment means perfection in recording and playback. Its quality is absolutely unmatched by any cartridge tape unit — anywhere.

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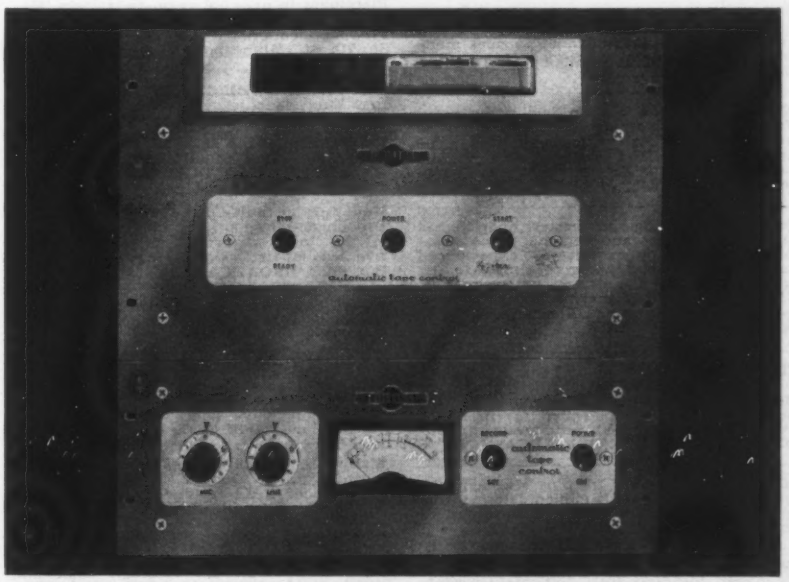
COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA



syllable-separating start and stop time of less than 0.1 second • 7½ inch per second tape speed • frequency response ±2 db, 70-12,000 cps • less than 0.2% rms wow and flutter • programming segments from 1 second to 31 minutes • remote control of three playback units and record/playback system available. For information contact your Collins broadcast sales engineer or write direct.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum*** • **HELP WANTED 25¢ per word—*$2.00 minimum.***
- **DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.***
- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

A station manager and a sales manager wanted for a small, top notch, northwest market station. Part of a group of six stations representing one of the finest radio facilities in the northwest. All new equipment, excellent staff, fine local reputation in the market. Send complete resume to Box 504C, BROADCASTING.

Assistant manager, Texas kilowatt. Strong sales-announcing experience required. Good salary, bonus. Box 552C, BROADCASTING.

We have problem small market Florida radio station. Have you courage and ability to solve our problems and be rewarded with ownership? Box 602C, BROADCASTING.

Manager-salesman to launch new station in Winchester, Virginia. Send resume and references to Box 636C, BROADCASTING.

Station manager wanted. Proposed N.W. 10kw daytimer. Expect action soon. Base $750 plus commission. Must have background successful management in competitive area. Be dependable, sober. This market medium, growing. Fine, clean place for family, schools, college. Owners proposed station have businesses of 25 years standing. Strong financial backing. Wonderful opportunity for permanent, aggressive family man who knows his business. Box 691C, BROADCASTING.

Sales

South Florida calls. Before winter strikes, make the move you've dreamed about. Fulltimer metro market needs salesman at least two years experience. Good opportunity for you to work up in one owner chain. Box 259C, BROADCASTING.

35% commission, $40 per week, in medium size midwest market. Very prosperous fm only. Opportunity to advance to sales manager with considerable salary increase. Box 502C, BROADCASTING.

Southern Arizona station has opportunity for easy-sell salesman with proven sales record. After trial period can offer sales managership. Good salary plus commission. Give full details, references, and snapshot. Box 580C, BROADCASTING.

Station in growing southeastern market has opening for local and regional sales manager. Splendid opportunity for experienced salesman who has executive ability to organize department. Salary with override. Company has profit sharing and retirement plan, hospitalization and life insurance. Box 675C, BROADCASTING.

Top-rated station in Little Rock, Arkansas—has opening salesman with management potential. 30-40, married. Guarantee moving expenses, rapid advancement for producer. Area applicants favored. Send resume, photo, first letter. Box 704C, BROADCASTING.

California full power fm plus Muzak multiplex operation needs qualified salesman executive. Unlimited potential. Address inquiries to Box 725C, BROADCASTING.

Wanted. Experienced salesman or sales manager for 5000 watt top-rated western Pennsylvania radio station. Great opportunity for right person. Write, giving background and experience to Box 10960, Pittsburgh 36, Pa.

Help Wanted—(Cont'd)

Sales

Top-rated station—Jackson, Miss.—has opening—salesman with management potential—30-40 — married. Guarantee — moving expenses—rapid advancement for producer. Area applicants favored. Send resume-photo first letter. P.O. Box 197, Jackson, Miss.

WGH-FM, soon to increase power to 100 kw, has opening for ambitious, alert, experienced FMer. Proven sales record desirable. This is an unusually good opportunity for an aggressive, ambitious salesman. Write or call: Ambert Dail, WGH Radio, P.O. Box 98, Newport News, Virginia. CHestnut 4-7333.

Excellent opportunity now for experienced radio salesman in Madison, Wisconsin with top rated music and news station. Wonderful market for sales, earnings and family life. Write Phil Fisher, Sales Manager, WISM, Madison, Wisconsin.

New England radio salesmen . . . only major leaguers wanted for top 5 kw in major market, new ownership. Lucrative draw (based on experience) against 20% commission. Apply in complete confidence to General Manager, WTYM, Springfield, Mass.

Salesman-announcer to handle two to three hour remote show from top night club in 200,000 population area. Name your own terms. Qualifications and air check to: Harold Gann, Holiday House, 2300 So. Union, Bakersfield, California.

Representative wanted in your territory. From your desk you can earn a substantial addition to your income. Only written contacts with your clients! Write for particulars and further details to VKK-office, Vienna 66, P.O.B. 128, Austria.

Placement in over 500 radio-tv stations. Nationwide major-market, midwest saturation. Free application. Walker Employment, 83 So. 7th St., Minneapolis 2, Minn.

Announcers

Wanted announcer with first class ticket for eastern radio station in small town. Delightful living conditions. Send resume to Box 599C, BROADCASTING.

Money-Opportunity. Salesman-announcer or announcer-salesman. Experienced only. KW. est. Pa. to do air trick—sell. Excellent active account list: salary, commission, bonus. Box 612C, BROADCASTING.

Established Virginia station has opening for experienced announcer. Box 633C, BROADCASTING.

Southern Oregon. Sparkling dj/proven salesman for medium market. No frantic 40; rhythmic sweet format. Monthly base plus commission. Give salary, tape, photo. Dry vacationland. Box 646C, BROADCASTING.

Station in top 20 market wants top rated morning man. Must be strong personality, good voice. Send resume, tape and photo. Box 655C, BROADCASTING.

Opportunity for mature radio announcer seeking permanent position. Exceptional benefits in return for resonant voice and highly professional style. Midwestern CBS basic radio-tv, outstanding community. Send tape and photograph immediately. All inquiries answered. Box 652C, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Swingin' dj wanted for station in the nation's 20th market. Good looking for teen age appeal with mature approach. Strong personality. Good voice. Send resume, tape and photo. Box 656C, BROADCASTING.

Are you sick of format rock and the big city? We need a good, mature announcer for an excellent, midwest, small-market, old-fashioned radio station. Send full details. Box 662C, BROADCASTING.

Expanding staff—Dallas station, not top 40, has opening for top notch announcer with bright mature delivery. Also production man with announcing experience. Send tape, picture, complete resume, and personal references. Box 664C, BROADCASTING.

Wanted by middle Tennessee fulltimer experienced early morning announcer who would like to do some selling. Good opportunity for worker. Box 668C, BROADCASTING.

Where is the above average announcer with first phone? Solid northwest network station needs combo man. No maintenance. We expect the best and pay accordingly. Box 697C, BROADCASTING.

Eastern fulltimer in metropolitan suburb has opening for experienced announcer. Adult programming, sound operation, and fine local reputation in the market. No engineering and no copy writing. Box 709C, BROADCASTING.

Immediate opening in south Florida for ambitious, bright personality dj. Future determined by initiative. Must be interested in m-o-n-e-y. No beginners. Rush tape, resume. Box 714C, BROADCASTING.

Experienced announcer wanted by Illinois kilowatt independent adult music station for dj work plus news gathering and writing. Excellent starting salary. Many extra benefits for mature man with proved ability. Personal interview necessary. List age, education, family status, detailed experience. Box 718C, BROADCASTING.

K-EZY—Disneyland Hotel—Anaheim, California. Ideal living. Auditioning experienced announcers with 1st phone. Announcing strong, technical light. Air mail tape, photo, resume, references, salary expected.

DJ with good sound and first ticket. No maintenance unless you wish. KGHM, Brookfield, Missouri.

Need good young man with experience for staff announcing. No rock and roll. Good quality station nice town. Lowell Jack, KMAN, Manhattan, Kansas.

Announcer-salesman and announcer with first class license. Contact Bob Ingstad, KOVC, Valley City, N. D.

Wanted. Announcer with experience and good voice that can do news, sports, and record program. Send tape to KVCK, Wolf Point, Montana. Pay good.

Announcer daytimer. Mail tape, photo KVWM, Showlow, Arizona.

Help Wanted—(Cont'd)

Announcers

East Texas negro-programmed station has opening for disc jockey; mature, dependable negro announcer with on-the-air personality. $65 weekly plus commissions. KZEY, Box 1331, Tyler, Texas.

Announcers, here is the opportunity you have been waiting for! If you have been announcing at least 2 years or more, take pride in your work, love announcing, production and everything that comes with a first class station, there is a job available for you. Work with permanent type fully capable radio people, in one of the South's most modern stations in a growing, progressive 2 station market. Station is expanding to FM. Must be versatile, experienced! Top pay for right man . . . preferably from the Carolinas or surrounding area. Personal interview required. Contact Clay Cline, WDBM, Statesville, N.C. Telephone TR 2-2455.

Open now—job for capable announcer with first class ticket. Some knowledge of engineering helpful. Pay good. Congenial staff. Southern station. Contact WERH, Hamilton, Alabama. Phone WA 1-3481.

Announcer with first ticket. Send tape, experience, salary expected. WEZJ, Williamsburg, Kentucky.

At once! Announcer with first phone. Maintenance a must. $100 weekly. Tape, resume to WRUM, Rumford, Maine.

Professional announcer with a thorough knowledge of the entire standard classical repertory; a real speaking knowledge of at least French, German, Italian and a familiarity with other languages. Experience in general production. Top pay. Send audition and resume to International Good Music, 1151 Ellis Street, Bellingham, Wash.

Announcer-engineers experienced with first class ticket for new station in Delaware, Ohio. Third station in growing group. Send tape and full details to C. R. Taylor, 14 Campbell St., Delaware, Ohio.

Placement in over 500 radio-tv stations. Nationwide major-market, midwest saturation. Free application. Walker Employment, 83 So. 7th St., Minneapolis 2, Minn.

Technical

Immediate opening for engineer-announcer at southeastern daylight station. Require first ticket. Good salary, hours, to right man. Send audition tape and resume to Box 472C, BROADCASTING.

First class engineer-announcer wanted. New York State. State full particulars including salary wanted. Box 598C, BROADCASTING.

Southern Oregon. Recently purchased adult station, medium market. Wants good sounding chief. State monthly salary, experience; send tape. Permanent family man. Dry mt. area. Box 645C, BROADCASTING.

Wanted — Chief engineer-announcer. Announcing secondary. Must have car and ability to maintain equipment at a well equipped 250 watter soon to be one kilowatt. Box 666C, BROADCASTING.

Studio engineer with top 40 experience to handle maintenance and production. Need top flight man for top station in the gulf area. Apply Box 677C, BROADCASTING.

Wanted: Working chief engineer—no announcing required. 5 kw. Contact Wendell Elliott, KGNO, Dodge City, Kansas.

Chief engineer—Must be mature, experienced, with directional operation. Position is executive, supervisory-maintenance, no transmitter duty, familiarity with modern equipment essential, salary excellent and commensurate with ability. KSTT-Davenport, Iowa.

Help Wanted—(Cont'd)

Technical

Engineer for fulltime 5 kw. AM only, with other applications. Experience desirable but secondary. Must be capable of growing with us. Personal interview only. Call or write Chief Engineer, WCOJ, Coatesville, Pa. DUdley 4-2100.

Chief engineer for 250 watt station expecting kilowatt grant soon. Announcing ability of interest but not required. Good pay, good working conditions, beautiful community. WJOY, Burlington, Vermont.

Chief engineer or combo chief and announcer. Salary open. WVOS, Liberty, New York.

Chief engineer. Supervisory-maintenance engineer for one thousand watt fm station and closed circuit television on university campus. Must have first class radio license. Excellent working conditions in new studios and with new equipment. Contact immediately D. C. Kleckner, Bowling Green State University, Bowling Green, Ohio.

First class engineer for transmitter duty, No announcing. Contact L. E. McKinney after 7:00 p.m. Atlas 3-8906, Waycross, Georgia.

Placement in over 500 radio-tv stations. Nationwide major-market, midwest saturation. Free application. Walker Employment, 83 So. 7th St., Minneapolis 2, Minn.

Production-Programming, Others

News director with minimum three years radio news experience for established operation. Send resume (no tape) including experience, background, availability, telephone number, starting salary requirement and any other information deemed important. Your application will be acknowledged. Applicants must reside within 150 miles of Chicago-Peoria area. Box 531C, BROADCASTING.

Small California market has opening for chief engineer-announcer and program director. Send resume to Box 690C, BROADCASTING.

Expanding news staff in medium midwest market. Mostly radio, some tv. Send tape and full details first letter. Prefer experience, but will consider beginners with B.A. Box 726C, BROADCASTING.

Aggressive newsman with strong voice needed for expanding midwest operation. Excellent opportunity for advancement. Send tape and complete details including salary requirements to Bill Clark, WCUE, Akron 8, Ohio.

Open, a permanent position in radio copy. Past experience and good record necessary. Good pay, pleasant living conditions in Kenosha, Wisconsin. Midway between Milwaukee and Chicago. Call or write Bill Lipman, WLIP.

Gal copywriter—Must b abl two right copy thats ezy too reed and that sells! Kontact Lou Skelly, W-WOW, Conneaut, Ohio.

RADIO

Situations Wanted—Management

Experienced manager. Ten years present successful operation. Seventeen years radio. Box 899B, BROADCASTING.

Experience, success, stability. Small market manager with eight years of success. Experienced in all phases of radio operation. Have first class license. Adult, family man. Ready to move up. Would consider second spot in major market. A five figure man. Presently employed. Prefer south or west. Box 586C, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Employed manager; $160,000 gross profitable operation; six radio three tv markets; 12 years successful executive and sales record; excellent reputation; personally selling over 50%; seeking more desirable association. Box 601C, BROADCASTING.

Experienced commercial manager. Excellent salesman, supervisor. 37, married, college graduate. Box 661C, BROADCASTING.

16 years experience is ready to be applied to a daytime radio station, seeking a manager. But more, this same individual also guarantees sobriety, industrious application, integrity. Not available for "rock" or "top 40" stations. Prefer midwest city in 9,000-20,000 bracket. Interested in any salary in the same bracket. Box 670C, BROADCASTING.

Top ratings and adult radio are compatible! Fresh approach to adult radio. Excitement, impact, integrity. Proven sales record in 5-station market plus program background (p.d., d.j.) in major and medium markets. Box 672C, BROADCASTING.

Eight years successful radio management, consultant, business experience. Proven operational methods will guarantee profit increases. Box 678C, BROADCASTING.

12 years experience small market radio. 2 years salesmanager, 4 years manager, 28 years old. Presently general manager. Would want personal interview states of Oregon, Washington, Idaho or Montana. Box 689C, BROADCASTING.

If you need a go-getting station manager with lots of experience in every phase of radio-tv write fully. In present position several years. Box 694C, BROADCASTING.

General manager—Successful experience in large and small markets. Can make your station pay. Know sales, programming engineering, administration and all other phases for profitable operation. Early thirties, family, stable and responsible. Box 708C, BROADCASTING.

Station sick? Top level executive available weekends as consultant. Write P. O. Box 35381, S. Post Oak Rd. Sta., Houston 35, Texas.

Sales

Experienced salesman (3 years), 29, degree, will work straight commission in live market. Box 693C, BROADCASTING.

Announcers

Negro announcer, personality, 2 years experience, any type program's including combo. Reliable references. Box 485C, BROADCASTING.

West coast announcer wishes to relocate. Currently employed. Will go anywhere. One year commercial experience, two years educational. Experienced with most types of programming, some network. Reliable and conscientious. Three years of college. Box 589C, BROADCASTING.

Young, experienced "personality plus" dj, good references can promote with appearances and hops. Box 605C, BROADCASTING.

Energetic morning personality known for ideas-gimmicks-ratings desires permanent spot with live wire major market station. Responsible family man. Box 619C, BROADCASTING.

Attention northeast—Announcer, 2 years with 10,000 watt top 40, wants to discover real radio again. Likes extensive commercial production. Tape, resume available. Box 638C, BROADCASTING.

For sale, one progressively promotional minded "morning man." 3 years experienced promotion director and a.m. d.j. looking for warm climate and hot salary. Tape and resume. Box 657C, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Reliable communicator. Responsible news. Adult music. Mature, persuasive, colorful. Box 659C, BROADCASTING.

Announcer—Inventive young top tune specialist. 22, college, major market experience, excellent production. Box 667C, BROADCASTING.

Young announcer wants work in the west or midwest. Two years of expe.ience. Can do any type of operation, please state your type of operation in reply. Box 673C, BROADCASTING.

Experienced, young announcer, good fast board, dependable, will travel, will settle. Box 679C, BROADCASTING.

Currently employed morning man desires sports job. Sports background, limited play-by-play experience. Box 686C, BROADCASTING.

Announcer—pleasant, mature voice, 2 years experience, wants adult station. Excellent news, commercial, ad lib. Box 688C, BROADCASTING.

DJ with 5 years combo work desires work in midwest, Indiana or Ohio if possible. Perhaps you can't find the right sound; now's your chance to sound like radio again. Station must be willing to go half-way or further. Presently employed having worked at this position nearly 4 years. Excellent references. Will be available Dec. 20. Come an' get it!! Box 695C, BROADCASTING.

Announcer-engineer, 1st phone, 4 years experience. Florida preferred, all considered. Box 696C, BROADCASTING.

Announcer experienced—can handle all formats dj shows—excel as newcaster, and both hard and soft sell commercial copy. Prefer east coast. Salary $85 minimum. Box 703C, BROADCASTING.

Sports and pd play-by-play, staff. 8 years experience, 26, college graduate, family, finest character and references, employed. Box 710C, BROADCASTING.

Announcer anyone? Light but good experience, much potential, prefer night good pop or modern jazz format, strong news, smooth dj, vet, single, tape, travel. Box 711C, BROADCASTING.

Experienced, format or relaxed, announcer, dj, single, 26, veteran, personality, some sales experience, show business background. Prefer New York state. Will relocate anywhere. Box 715C, BROADCASTING.

Aggressive, industrious, young announcer seeks long term association with high caliber organization in Florida. Tape and resume on request. Box 717C, BROADCASTING.

Young, aggressive Pennsylvania disc jockey. Top-rated, no shouter, interested in progressive operation. Married, presently employed. Box 720C, BROADCASTING.

DJ, strong sell, news, combo work, will relocate. Box 721C, BROADCASTING.

DJ, negro, versatile, sales-minded, tight board, available immediately. Box 722C, BROADCASTING.

Gal dj, strong copy, run board, good sell, will travel. Box 723C, BROADCASTING.

Morning man, available now. Warm, friendly style. Sales, anywhere. Telephone HE 7-4199, 302 West Union Street, Morganton, North Carolina.

Announcer and dj, radio school graduate, no experience. Willing to do any type show. Prefer within a 50 to 60 mile radius of Springfield, Mass. only. Age 20. Telephone after 12 noon JEfferson 2-9333. Wilfred E. Fontaine, 50 Richview Avenue, South Hadley, Mass.

Situations Wanted—(Cont'd)

Announcers

WEAW, Evanston (Chicago suburb), due to changes in staff arrangement, has one qualified staff announcer. Radio-tv major, BS degree. Experience—chief announcer, program director, music librarian, production manager. Prefers midwest or east. Contact George Kapheim.

Announcer, experienced all phases. Fine voice, NYC experience. Dick Martin, 31-21 Ditmars Blvd., Astoria 5, L. I.

Announcer, well experienced. Excellent news. Sales and pd experience. Family man. Bob Millsap, 907 Southeast Jackson, Idabel, Oklahoma.

D-Js experienced. Good ad lib personalities. Fast board. Good sell. Contact New York School of Announcing and Speech, 160 West 73rd Street, New York City.

Young, sincere, photogentic dj—ten years experience. Would like to join adult radio and/or television operation. Attention—Long Island, North Jersey, Philadelphia, Norfolk, Jacksonville, Daytona Beach or Miami. Will make the trek west if San Diego, LA or San Francisco call. For tape, film, letters and resume—contact Bruce Parsons, 12 Washington Park, Maplewood, New Jersey. Phone South Orange 2-5912 anytime. Will audition live.

Announcer, 1st phone, $85, no car. BE 7-6721 after 5. Walter Piasecki, 2219 N. Parkside, Chicago.

C&W dj—salesman. 7 years experience. Dependable, good references. Had year basketball play-by-play experience. Now employed at KTCN. Write: Jack Reno, phone GA 3-2148, Berryville, Arkansas.

Like a good morning team, willing to work reasonable, plenty of humor and originality? Contact Raymond Simes, Kingston, N. H.

Technical

Transmitter engineer, first class ticket, limited operating experience. Permanent position in California desired, willing to learn maintenance. Box 584C, BROADCASTING.

Combo—First phone; trained announcer. Married, vet, college, needs start. Box 595C, BROADCASTING.

Have lot of experience both radio and tv, some as chief. South, southeast only. Box 606C, BROADCASTING.

First phone engineer with six years experience. Five years as chief. Experienced in directional and all phases of control room transmitter maintenance. Box 663C, BROADCASTING.

Experienced first phone. Will travel. Box 31391, Los Angeles 31, California.

First class engineer with some radio and tv experience desires position in south. Contact Ray Loper, 1235 Isla, Stephenville, Texas. Tel. WO 5-3357.

Production-Programming, Others

Program director with creative, adult program ideas. 15 years experience. Wide background. Box 665C, BROADCASTING.

Continuity head at number one station in top 50 market desires to relocate. Prefer deep south, but will consider all offers. College graduate, ambitious, sober, hard-working, references. Box 681C, BROADCASTING.

Top 50 market radio-tv promotion director wants bigger market. Excellent background; college, ambitious, dependable, creative. Box 682C, BROADCASTING.

Newsman—Now with metro eastern tv. Top delivery and writer. 8 years in broadcasting. Interested in good east coast radio news operation. All replies answered. Box 702C, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Award-winning young newsman seeking responsible position preferring midwest. Complete references from present employers and contacts. Excellent writing, editing, gathering and organization. College education, steady experience. All details upon request. Box 707C, BROADCASTING.

TELEVISION

Help Wanted—Sales

Hard-hitting salesman for aggressive local tv selling. Good guarantee—commission plan and opportunity. Radio or tv experience required. ABC station—top homes 6:00 p.m. to midnight—best coverage. Send photo and background to Lee Colee, 621 Main Street, Peoria, Illinois.

Virginia's number one market offers challenge and opportunity to experienced radio or television salesman with desire to become associated with top local television sales department. Excellent salary and commission arrangement. Write full details. Edward J. Hennessy, General Sales Manager, WAVY-TV, Norfolk, Virginia.

Announcers

Announcer, at least one year tv, to do staff work, news, weather, movie host. Must be mature in appearance and manner. No characters. Warm, sincere personality. Station is leader in 3-station market, resort area, part of aggressive chain. Excellent opportunity. Write Box 592C, BROADCASTING.

Technical

Transmitter engineer, strong on maintenance. Network uhf located in California. Send full details of training and experience to Box 706C, BROADCASTING.

Engineer with first class license. Experience not necessary. Contact Brian Cox, KCND-TV, Pembina, North Dakota.

First phone to operate switcher, transmitter. Edward Davenport, KDUH-TV, Hay Springs, Nebraska.

Experienced studio engineers. Must be tech. school graduate. Send complete information to Chief Engineer, WYES-TV, 916 Navarre Avenue, New Orleans 24, Louisiana.

Assistant chief engineer or studio operations engineer. Salary open. Prefer 2 to 3 years experience in maintenance. Jerry E. Smith, C. E., Box 840 Corpus Christi, Texas.

Production—Programming, Others

South Florida tv station needs aggressive man to gather and write local news. Must have previous experience in newspaper or radio-tv. Prefer young man, married or single, who is willing to settle down and stay with the job. Salary commensurate with ability with an opportunity for extra income from stories filed with the wire service. Please send full particulars including photograph and references first letter. State salary wanted. Address all replies to Box 577C, BROADCASTING.

Experienced, creative producer-director needed now for top quality in school educational television production in midwest. Up to $6500. Permanent position with excellent opportunity for advancement into other educational television program production. Give experience, details, references, salary requirements. Box 719C, BROADCASTING.

Film editor, television experienced required. Send resume and salary requirements with first letter attention Art Michaud, WTOL-TV, 604 Jackson St., Toledo, Ohio.

TELEVISION

Situations Wanted—Management

Broad experience all phases tv management . . . strong on sales . . . creative, 32, family. Seek position with future. Box 494C, BROADCASTING.

Need an assistant manager? Offering 5 years sales and promotion; 5 years tv production; 2 years agency account executive experience. Married, 33, college grad., now in mid-east, will relocate. Finest references. Box 588C, BROADCASTING.

Program-production manager. Qualified, not thru friends or ambition, but thru actual work history in every tv capacity. Recent agency head. Only 26. Family of 5. Box 701C, BROADCASTING.

Announcers

Good all around tv announcer. Specialized in news, variety. Any area. Six years tv experience. Six radio. Box 676C, BROADCASTING.

Announcer with light but good radio experience getting back in bizz. Might fit on tv. Box 712C, BROADCASTING.

Young announcer, dj, former entertainer, seeking promising television future. Box 716C, BROADCASTING.

Technical

Tv transmitter operator. First ticket, presently employed midwest tv station. Wish permanent position west coast. Interested in learning all phases transmitter operation and maintenance. No drifter. Box 585C, BROADCASTING.

Have lot of experience both radio and tv, some as chief. South, southeast only. Box 606C, BROADCASTING.

Recommendable personnel completing regid internship seeking studio operations jobs, technical or production. Contact Intern Supervisor, WTHS-TV, Miami.

Production—Programming, Others

Director . . . Four years. No residue. Show productions, 26, 4 dependents. Box 611C, BROADCASTING.

Tv writer, network show credit. Top idea man. Experienced in program development. Box 658C, BROADCASTING.

Tv cameraman with experience of NY broadcasting school seeks work. Desire start in tv or radio. Willing to work and learn. Prefer New England but all replies considered. Box 660C, BROADCASTING.

Young man now in radio wishes to take up behind the scenes tv. Box 674C, BROADCASTING.

Radio newsman currently employed in top 50 market wants to move into tv news in top 100 market. Single, sober, ambitious, reliable, authoritative delivery; ready to move now. Box 680C, BROADCASTING.

Top 50 market radio-tv promotion director wants bigger market. Excellent background; college, ambitious, dependable, creative. Box 682C, BROADCASTING.

Producer-director with meaning! Four years tv. Two years agency. Desire to re-enter broadcasting. Potential paramount. Rush. Box 698C, BROADCASTING.

Don't title it! Exercise meaning. Program producer of top rated local shows. Film production experience. News and merchandising background. Six years. Immediate. Box 699C, BROADCASTING.

Newsfilm commercial film. Major company credits. Family, college. $7200 guarantee. Box 700C, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Newsman. Writer-editor, wide television-radio experience, major network, top references, married, will relocate. Salary must be realistic. Box 727C, BROADCASTING.

Local problems? Ten years experience, seven years local as production manager, traffic manager, operations manager, and programming. Presently with network operations. Box 724C, BROADCASTING.

FOR SALE

Equipment

Three used 50 kw am broadcast transmitters, two used 5 kw transmitters, one used 1 kw transmitter. Will sell all or part. Write for details. Box 447C, BROADCASTING.

For Sale

Equipment (Cont'd.)

Midgetape, Mohawk pro 500, hardly used, 3 lb. transistorized b'cast qual'ty all acces'rys batt. charger, steno-transcriber, mike, case, use for remotes and office dictation. New cost $500. Best offer over $350. Box 671C, BROADCASTING.

Gates remote RDC-10 and M-5144 RF amplifier. Perfect condition with manuals $600. KCHS, Truth Or Consequences, N. Mexico.

Magnecord PT6J amplifier and PT6A mechanism. Good operating condition and appearance. $225.00. WFMB, Nashville, Tennessee.

Tower—immediate delivery—Utility heavy duty 185′ with lighting kit—dismantled—ready for shipment. WOKJ, Box 2667, Jackson, Miss. FL 4-4096.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s) _____

☐ **TF** (until forbid)

RATES

☐ **Situations Wanted**—20¢ per word—$2.00 minimum (Payment in advance)

☐ **Help Wanted**—25¢ per word—$2.00 minimum

☐ **Display ads** $20.00 per inch—STATIONS FOR SALE advertising require display space

☐ 1″ ☐ 2″ ☐ 3″ ☐ 4″ ☐ other

☐ **All other classifications** 30¢ per word—$4.00 minimum

(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

HELP WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

SITUATIONS WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

FOR SALE

☐ equipment

WANTED TO BUY

☐ stations
☐ equipment

ADDITIONAL CATEGORIES

☐ Instructions
☐ Business Opportunity
☐ Miscellaneous

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME

COMPANY

ADDRESS

Remittance enclosed $ ☐ Bill

For Sale

Equipment—(Cont'd)

RCA 3-bay, Channel 3 (or 2) tv antenna. 150-ft., 40-lb. heavy-duty Ideco tower. 320-ft. 3-⅛" Com. Products coaxial line, elbows, hangers, fittings, etc. All in excellent condition. Bargain price. WSAV-TV, Savannah, Georgia.

Will buy or trade used tape and disc recording equipment—Ampex, Concertone, Magnecord, Presto, etc. Audio equipment for sale. Boynton Studio, 10B Pennsylvania, Tuckahoe, N.Y.

Continental Towers, Inc. Tower erection and maintenance. 13 Beech Road, Glen Burnie, Maryland. 24 hour service—Southfield 6-6855.

Anything in broadcasting field from a tube to a tower sold or bought. Electrofind, 440 Columbus Ave., N.Y.C.

Video monitors. Closed circuit and broadcast. Foto Video Laboratories Inc., Cedar Grove, New Jersey, CE 9-6100.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Special sale. We're moving to our new plant in New Brighton, Minn. Several used lab and demo video monitor. 17" models $185.00 @ new warranty, Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

Microwave transmission line-Andrew 1⅝" and ⅞" teflon insulated. Large quantity, complete with connectors, ells, hardware, cables and dehydrating equipment. New. Unused. Bargain. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Stations

Will buy all or controlling interest in am station, small Ohio market, Reliable, financially, confidential. Box 532C, BROADCASTING.

Midwest non-metropolitan am by financially qualified party. Confidential. All replies answered. No brokers. Box 705C, BROADCASTING.

Equipment

Used uhf transmission equipment including transmitters, filtrexers and antennas. Give full particulars including type numbers, location of equipment, channel number and price. Box 420C, BROADCASTING.

Want to buy Gates "NiteWatch" equipment, less Seeburg. Tell when purchased, condition and price. WJRD, Tuscaloosa, Alabama.

Do you have white elephant on your hands? We are in need of complete fm station equipment. Have c.p. for hot spot in southern California ready to go. Prefer complete station setup. Write, wire or phone Cordell Fray, 8046 Fulton Avenue, North Hollywood, California, Triangle 3-1967.

Instructions

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

INSTRUCTIONS

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting January 4, March 1, 1961. For information, references and reservations write William B. Ogden. Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Broadcasting—The National Academy of Broadcasting, 3338 16th St., N.W., Washington, D. C., starts new classes November 1st. Be an announcer, disc jockey, writer or producer. Phone DE 2-5580 for catalog and job list.

TV tape recorder. Build your own video recorder. Complete correspondence course and construction details. $18.75. C. Carrier Co., 5880 Hollywood Blvd., Hollywood 28, Calif.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School. 2603 Inwood Road, Dallas, Texas.

FCC license. Resident class or correspondence. First class license instruction completed in five or six weeks. No added cost for added time, if needed. This is the shortest, most practical and least expensive training course of its kind. Free literature. The Pathfinder Method, 5504 Hollywood Boulevard, Suite #216, Hollywood, Calif.

Electronics by sleep teaching. Get your FCC license. The thorough way to train. Catalog 25c. Electro-Sleep, 8959 Wonderland Ave., Hollywood 46, Calif.

MISCELLANEOUS

Comedy for deejays!—"Deejay Manual," a complete gagfile containing bits, adlibs, gimmix, letters, patter, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-4), 65 Parkway Court, Brooklyn 35, N. Y.

RADIO

Help Wanted—Announcers

MORNING MAN

To carry on program with highest area rating for over 15 years. Tight production, a warm personality, bright friendly style and ability to put on distinctive program is required. Preference given to applicant now doing successful morning show. Unusual opportunity for right party. Send complete resume, salary expected and when available. Rush air check and snapshot to

Bob Wylie, PD
WAKR
Radio-TV Center
Akron 20, Ohio
PO 2-8811

RADIO

Situations Wanted—Management

MANAGER—COMMISSION BASIS

Capable-proven California operator now available to manage station straight commission basis. No salary or guarantee desired. 15 years in radio. Far west preferred but all areas considered. Write, wire P. O. Box 1352, Santa Monica, California.

Situations Wanted—(Cont'd)

Management

HIGHLY REGARDED BROADCASTING EXECUTIVE

Desires challenging post as GENERAL MANAGER of Radio and/or TV property. This man has 15 years experience in station management, sales and brokering. His bona fide references include the top names in the industry. A working executive, he desires ownership options. Location preference, East of Mississippi.

Box 684C, BROADCASTING

TELEVISION

Help Wanted

Production—Programming, Others

NEWS DIRECTOR

South Florida Television Station wants experienced on Camera News Director.

Must have at least two years *experience* in News Department, with knowledge of photography, silent and sof, video and audio tape. Applicant must have knowledge on how to set up and manage News Department personnel, stringers, etc.

News Director will do one daily newscast per day exclusively.
Salary open, commensurate with background and ability.

***Please do not apply* unless you are an *experienced* News Director meeting the above qualifications with more to come. *This is not* a job for beginners in news or broadcasting.**

Send full information in first letter with Videotape, SOF, pictures, etc., prior to personal interview. All replies strictly confidential materials and brochures will be returned.

Send all information to Chet Pike, P. O. Box 510, Palm Beach, Florida.

Employment Service

JOBS IN RADIO & TV THROUGHOUT THE SOUTHEAST

Talent scouts for the station you're looking for — free registration — confidential service. Immediate job openings for—
Announcer-Engineers
Engineer-Salesmen
Announcers-Newsmen-DJ.'s
PROFESSIONAL PLACEMENT
458 Peachtree Arcade, Atlanta, Ga.

FOR SALE

Equipment

LENSES

"Off-the-Shelf" delivery! Lenses for Image-Orthicon Cameras, Vidicon and other requirements. Top Quality. Write for list and catalog.

BURKE & JAMES, INC.
321 So. Wabash Ave., Chicago 4, Ill.

STATIONS — FOR SALE

MINNESOTA FULLTIME
Located in good market-Ideal low cost set-up for owner manager. Total price $35,000 with terms available.
Box 669C, BROADCASTING

5 KW REGIONAL DAYTIMER
Important Southern Commercial Center
Music, News, Sports Format
Established • Profitable
$235,000; terms to qualified buyer
Box 683C, BROADCASTING

Will sell 25% to 40% Interest CP in Midwest town of approximately 40,000 people. Two station market. Want progressive minded live manager type personality. Salary $8,000 to $9,000 plus % station profit. Send full resume and experience in first letter. All inquiries held confidential.
Box 692C, BROADCASTING

Calif	Small	Fulltime	50M	terms
Fla	Single	Daytimer	75M	29%
Calif	Single	250w	175M	terms
Ga	Single	Daytimer	125M	29%
Tenn	Single	Daytimer	53M	terms
La	Single	Fulltime	57M	15dn
Va	Single	Daytimer	85M	30%
TVA	Single	250w	28M	8dn
Texas	Single	Fulltime	73M	29%
Ariz	Medium	250w	65M	22dn
Ala	Medium	Fulltime	60M	cash
Calif	Medium	Regional	230M	terms
Fla	Medium	Regional	70M	29%
Calif	Metro	Fulltime	330M	25%
Va	Metro	Daytimer	175M	terms
Calif	Metro	1kw-D	85M	terms
Wash	Large	low freq	700M	low dn
Midwest	Single	Fulltime	$ 150M	terms

And Others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS
Please Address:
1182 W. Peachtree St., Atlanta 9, Ga.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

Southern major, regional. Making money, owns real estate. $350,000—Midwest fulltimer, big profits, medium market. $150,000—Texas single regional. In black. $47,500—Southwest Major nice profits. Real estate incl. $225,000 — Southern single. In black. $45,000 with $12,500 down.—Southern medium fulltimer. Profitable. $130,000—Southern regional, medium market. $90,000—Texas fulltimer, medium market. $190,000.—Texas Commercial Wired Music Business, $45,000. PATT McDONALD CO., Box 9266, Austin 17, Texas. GL. 3-8080; or, Jack Koste, 60 E. 42nd., N.Y. 17, N.Y. MU. 2-4813. Dick Watts, 1300 Taylor, Amarillo, Texas, DR. 4-2236.

STATIONS FOR SALE

CALIFORNIA. Daytimer. Serves trade area of 50,000. Absentee owned. Asking $50,000. Easy terms.

NORTH WEST CENTRAL. Daytimer. Absentee owned. Profitable. Asking $100,000 with 29% down.

CALIFORNIA. Daytimer serving large and prosperous market. Asking $175,000 with 29% down.

ROCKY MOUNTAIN. Full time. Doing $100,000. Asking $150,000 with 29% down.

CALIFORNIA. Full time. Exclusive. Asking $75,000 with 29% down.

SOUTH. Top market. Asking $350,000 with 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

FOR SALE
Equipment

Spotmaster
NO. 1
IN CARTRIDGE TAPE EQUIPMENT
SEE THE NEW SPOTMASTER 500
A complete tape cartridge and self queing record-playback combo unit.
For details or demonstration, write
VISUAL ELECTRONICS CORP.
356 W. 40th STREET, NEW YORK 18, N.Y.

FOR SALE
Equipment

High performance Low Cost
SUBCARRIER GENERATOR
Model SCG-2
For FM multiplexing, complete with automatic muting, deviation meter, and regulated plate and filament power supply. Write for Bulletin #203.
MOSELEY ASSOCIATES
P. O. Box 3192
Santa Barbara, California

(Continued from page 95)

Mont. (CJLH, ch. 7, Lethbridge, Alberta, Canada; KXLF-TV, ch. 4, Butte, Mont.); City of Ord, chs. 8, 12, Corporate limits of City of Ord and about two mile radius thereof, Neb. (KHAS-TV, ch. 5, Hastings, KOLN-TV, ch. 10, Lincoln, Neb.); Broadus Tv Club, chs. 10, 7, 6, Broadus, Mont. (KOOK-TV, ch. 2, Billings, Mont., KDSJ-TV, ch. 5, Lead, S. D.); Belle Fourche Tv Club, ch. 13, Belle Fourche, S. D. (KRSD-TV, ch. 7, Rapid City, S. D.); Bitter Root Tv Club, ch. 11, Hamilton, Mont. (KXLF-TV, ch. 4, Butte, Mont.); Basin Tv Assn., ch. 12, Basin and 5-mile radius within, Wyo.) (KOOK-TV, ch. 2, Billings, Mont.); Upper Bitter Root Tv Club, ch. 2, Darby & Conner, Mont. (KXLF-TV, ch. 4, Butte, Mont.); Ark Valley Tv Inc., ch. 9, Lamar, Colo. (KCSJ-TV, ch. 5, Pueblo, Colo.); City of Butte, ch. 7, Butte, Mont. (KMSO-TV, ch. 13, Missoula, Mont.; Chipita Park T.V. Club, chs. 9, 2, 6, Chipita Park, Colo. (KCSJ-TV, ch. 5, Pueblo, KKTV-TV, ch. 11, Colorado Springs, KRDO-TV, ch. 13, Colorado Springs, Colo.; Allison Tv Assn., ch. 11, Allison, Tiffany, and Arboles, Colo. (KOB-TV, ch. 4, Albuquerque, N. M.); Antenna Booster Assn., ch. 11, Sheridan and Big Horn, Wyo. (KOOK-TV, ch. 2, Billings, Mont.); Crow Peak T.V. Club, ch. 8, farming communities of Beulah, Wyo., Bear Creek, Beaver Creek, Crow Peak and Red Water, S. D.) (KOTA-TV, ch. 3, Rapid City, S. D.); Hinsdale Tv Club, ch. 7, Hinsdale, Mont. (KUMV-TV, ch. 8, Williston, N. D.); Long Pine Fire Dept., ch. 12, Long Pine and area, Neb. (KPLO-TV, ch. 6, Reliance, S. D.); Paonia Community Tv Assn., ch. 6, Paonia, Colo. (KREY-TV, ch. 10, Montrose, Colo.); Silverton Tv Assn. Inc., ch. 10, Silverton, Colo. (KREX-TV, ch. 5, Grand Junction, Colo.); Troy Non Profit Tv Assn., ch. 10, Troy, Mont. (KXLY-TV, ch. 4, Spokane, Wash.); Upper Bitter Root Tv Club, ch. 6, Darby & Conner, Mont. (KMSO-TV, ch. 13, Missoula, Mont.).

WGTA Summerville, Ga.—Granted involuntary assignment of license to **J. Bradley Haynes**, temporary receiver.

WNNJ Newton, N J.—Granted cp to make changes in ant. system (increase height) and side mount proposed fm ant.

WNBC New York, N. Y.—Granted mod. of cp to change type of aux. trans. without prejudice to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters, and other conditions.

KZFM Cortez, Colo.—Granted mod. of cp to increase ERP to 3.6 kw, ant. height to 61 ft., change ant.-trans. location; remote control permitted; correct coordinates.

KEZI-TV Eugene, Ore.—Granted mod. of cp to change ERP to vis. 316 kw, aur. 158 kw, reduce ant. height to 1,570 ft., change type trans., ant. system and make other equipment changes.

WFAB Miami-South Miami, Fla.—Granted extension of completion date to Jan. 31, 1961.

Petitions for rulemaking

California Northwest Broadcasting Company Television Station **KVIQ-TV Eureka, Calif.**—Requested amendment of rules so as to allocate ch. 11 to Fort Bragg, Calif.

Newark Public Schools Newark, Ohio—Requests amendment of rules so as to reassign uhf ch. 28 from Lancaster, Ohio, to Newark, Ohio, and to reserve that assignment for noncommercial educational use, by making following proposed changes: Lancaster, Ohio 28—, at present; 68—, proposed; Newark, Ohio, 60—; *28—, 60—, proposed.

WMTV (TV) Madison, Wis.—Requests allocation of ch. 15 to Madison, Wis. by making following proposed changes: Madison, Wis., 3, *21, 27, 33, at present; 3, 15, *21, 27, proposed; Richland Center, Wis., 15, *66, at present; 40, *66, proposed.

Further requests that petitioner be ordered to show cause why its outstanding authorization for operation of WMTV should not be modified to specify operation on ch. 15.

License renewals

Following stations were granted renewal of license: WMMN Fairmont, W. Va., WROV Roanoke, Va.; WTAP Parkersburg, W. Va.; KAGR Yuba City, Calif.; WHAW Weston, W. Va.; KSFO San Francisco, Calif.; WMBS Uniontown, Pa.; WTAR Norfolk, Va.; WTIP Charleston, W. Va. Ann. Oct. 21.

KBYE Oklahoma City, Okla.—Granted renewal of license. Comm. Bartley and Cross dissented. Ann. Oct. 21.

vote

In recent national elections in some free countries, the following percentage of eligible persons cast their votes:

Australia	**95.48%**	voted (1958)
West Germany	**88.2%**	voted (1957)
Israel	**82.8%**	voted (1959)
Canada	**80%**	voted (1958)
Great Britain	**78.7%**	voted (1959)
Sweden	**77.4%**	voted (1958)
UNITED STATES	**60.4%**	voted (1956)

It is no credit to our democracy when four out of every ten persons forfeit the privilege of expressing their convictions about the candidates and the issues of a national election.

Your vote counts! Victories in many elections are often determined by the barest of margins. For example, one Senator won the post he now occupies by a margin of only 87 votes, with 988,295 cast.

To vote is a right and a privilege. To cast your vote intelligently is a duty.

See to it that you and every eligible member of your family vote on November 8th.

Metropolitan Life
INSURANCE COMPANY®
A MUTUAL COMPANY
1 MADISON AVENUE, NEW YORK 10, N.Y.

OUR RESPECTS to Alfred Leo Hollender, vp, Grey Adv., New York

'They've taken unfair slams at television too long'

Nothing is more irritating to Al Hollender than critics who constantly carp about the "mediocrity of television." And he has an idea: let television fight back!

Mr. Hollender, executive vice president in charge of broadcast activities for Grey Adv., New York, is a slender, soft-spoken individual who peels off his characteristic mildness when he sails into television's critics.

"They've taken unfair slams at television too long," he asserts. "Why can't the tv industry do something about it? My idea is that each of the three networks, probably on a rotating basis, run programs in which new tv shows would be reviewed and developments in the industry evaluated and criticized —but fairly.

"I think a panel of critics could be found—well-known persons of considerable stature who are not tied down to any medium—television or otherwise. This method would not mean that tv never would receive brickbats. But it would mean that bouquets would be tossed at tv when the medium deserved it."

Dedication ▪ Mr. Hollender grew up in the broadcast media, having spent his entire business career in various phases of radio and television, including station management, production and agency supervision. This may explain his dedication.

Alfred Leo Hollender was born in Chicago Sept. 29, 1912. His early ambition was to become a newspaperman. He studied journalism at the U. of Illinois, where he received a B.S. degree in journalism and served as editor of the daily *Illini*.

After graduation, young Hollender made the rounds of Chicago news organizations and was offered a job as a cub reporter with the City News Bureau at $15 per week. He accepted. But on his way out, he started a conversation with one of the older newspapermen in the office. Disenchantment set in—he discovered that this veteran, who had been in the profession for more than 30 years, was earning $35 per week.

Big Decision ▪ That evening Mr. Hollender decided newspaper work did not offer much opportunity for growth. He notified the City News Bureau he would not accept the job. He decided instead to look for work in radio which he heard was a growing medium.

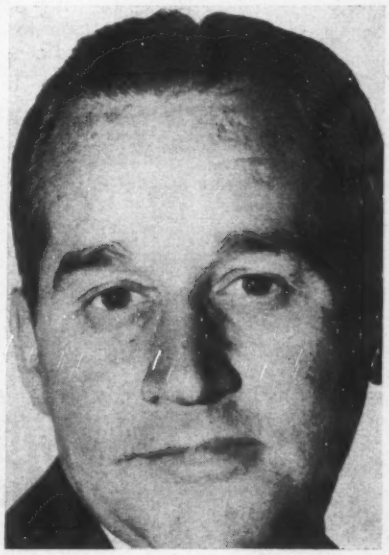
Mr. Hollender was to learn that broadcasting did offer promising opportunities, although the-start-at-the-bottom was rock-bottom indeed. He obtained a job with the Atlass stations in Chicago—WIND and WJJD—as a typist in the continuity department at a salary of $12.50 per week.

His rise at the Atlass stations was rapid. Mr. Hollender became a continuity writer, sports announcer, news editor, salesman, program director and, finally, assistant to the president.

In 1943 he left the stations to join the overseas branch of the radio outpost division of the Office of War Information. Later he served on Gen. Dwight D. Eisenhower's psychological warfare staff in Europe and subsequently became chief of radio communications for the American zone in Germany under Gen. Omar Bradley.

On to New York ▪ Mr. Hollender elected to go to New York after the war where he joined Louis G. Cowan Inc., package producer of radio-tv programs, as a partner. In the early days of television, Mr. Hollender recalls proudly that the company had as many as 13 hours of programming on the air, including such shows as *Cosmopolitan Theater, Stop the Music, Bert Parks, What's My Name?* and *Quiz Kids*.

A high point of Mr. Hollender's career occurred in 1951 when he was appointed head of radio and television activities for the Eisenhower campaign. He remained with the General from his return from Paris through the Chicago Republican Convention and his first nomination and election. Among the many conversations with Mr. Eisenhower, Mr. Hollender's favorite is one during which the General told him: "Al, you talk just like a Democrat." Mr. Hollender remembers that he answered: "General, you do too." (Mr. Hollender says today: "And he did!")



Grey Adv.'s Hollender
Broadcasting offered a future

Following the 1952 presidential election, Mr. Hollender joined Grey Adv., New York, as vice president and director of radio and television. At that time Grey's radio-tv billing was about $750,000. Mr. Hollender's area of responsibility included broadcast media, programming, research, copy and production.

"It's a far cry today from those days," Mr. Hollender notes. "Today our radio-tv billing is more than $26 million and represents slightly more than 50% of our billing."

Progress ▪ Grey's growing involvement with the broadcast media between 1952 and the present helped raise Mr. Hollender's stature at the agency. In August 1959 he was elected executive vice president. He also serves as a member of the executive committee and of the board of directors.

Mr. Hollender's primary preoccupation today is to select and develop for Grey's list of clients the suitable programming to carry the advertising messages. The most active broadcast accounts are Block Drug, General Electric Photo Lamp Dept., Mennen Co., Procter & Gamble and Revlon.

Mr. Hollender married the former Lucille Marsh of Chicago, an actress, on Nov. 5, 1952—the day after election day. He recalls fondly that Mr. Eisenhower, a few days before the Hollender nuptials, took Miss Marsh aside and talked to her for more than a half hour about "life and marriage." The Hollenders live with their two children, Jeffrey 6 and Peter 4, in an apartment on Park Ave. They also have a home in Westhampton, L. I.

Active Club Man ▪ Mr. Hollender is a member of the Radio & Television Executives Society, the standing committee on television and radio administration for the American Assn. of Advertising Agencies and the Friars Club. He also is a member of the executive committee of the U. S. Committee for the United Nations.

For relaxation, Mr. Hollender enjoys oil painting, water skiing and theatregoing. His work, of course, keeps him on the hop between New York and Hollywood for weeks at a time, but he looks forward to more leisurely travelling with his wife and the children.

Globecasting

WITHIN a year, it now seems probable, facilities for international television will be available, with satellites orbiting in space as way stations.

At that point the scientists will have given television the last technological dimension it needs to become a communications force superior to all others. That is as much as the scientists can do. From then on the communicators must take over.

What is to be programmed on international television?

That is not an easy question to answer. Its difficulty may be gauged by the observation that coast-to-coast networking has been in operation in America for nine years, and there is still considerable doubt about what should be programmed on domestic television.

Yet plans for international programming must be drawn —and soon—if the marvelous equipment that scientists devise is not to be wasted by thoughtless users.

Whose responsibility is it to draw the plans?

We would be surprised if the government did not try to assume it. Certainly the State Dept. will be sensitive to the projection of America's image abroad, and other elements of government, for other reasons, will wish to exert at least a measure of control over the export of American programming.

The natural inclination of government to assume authority over the content of international transmissions must be resisted. With government in command, television would inevitably be perverted into an instrument of propaganda.

The burden of international programming must fall where the burden of domestic television now reposes. It will be up to the television broadcasters of America to give meaning to the instruments whirling through space.

This assignment is the most complicated American broadcasters have faced. It is infinitely more complicated than the business of fashioning a domestic network schedule.

If we seem premature in suggesting that the planning for international tv programming begin at once, we must point out that the planning for the 1961-62 domestic network season—which will not begin for another year—was started last July.

Lee tide

VHF Move to Uhf?

Does it sound familiar? That headline appeared in BROADCASTING more than 10 years ago—on April 10, 1950. The suggestion came from the late Wayne Coy, then the FCC's chairman, in the middle of the freeze of 1948-52.

Today another member of the FCC is doing the bongo-beating. Commissioner Robert E. Lee has enunciated an 11-point plan for transition to all uhf operation. It would impose a couple of new freezes—one on new and improved vhf stations and the other on new uhf stations (BROADCASTING, Oct. 24).

In 1950, Chairman Coy's proposal got nowhere because there were 108 vhf stations on the air. The tv receiver count was around 11,000,000 sets sold up to that time, having a value of about $4 billion at retail. The outcry from Congress, from broadcasters and from the manufacturers was that the tremendous investment in facilities by both public and broadcasters was too great to be disrupted.

Today there are 592 vhf stations on the air, plus 95 uhfs. There are an estimated 55,000,000 tv receivers in use. The overall public and industry investment in vhf alone is probably in the area of $20 billion.

Congress has authorized a rigid test of uhf service in New York City and has appropriated $2 million for it. Commissioner Lee was largely instrumental in marshalling this project through the Bureau of the Budget and Congress.

This New York test is a necessary prelude to future consideration of a full-scale move to uhf. Uhf seems to function effectively in low, flat areas. The New York test is for the distinct purpose of evaluating its efficiency technically in the canyons of our largest city, on the assumption that if it works there it will anywhere. The test will take two years.

For his Oct. 19 address in San Francisco, at which he laid down his 11-point plan to shift all tv to uhf, Mr. Lee chose the title: "Put the Show on the Road." In the light of the circumstances, we think a more appropriate slug would have been "Jumping the Gun."

Robust radio

LOOKING at the radio financial report put out by the FCC (BROADCASTING, Oct. 24), we are reminded of the performer who found it amusing when critics constantly poked fun at him. He found it so funny, in fact, that he laughed every day as he lugged another sack of money to the bank.

Radio's balance sheet may not justify hilarity, but it certainly shows who is entitled to the last laugh. Broadcasters who kept selling radio even when they could scarcely be heard above the noise of critics calling it dead—and the advertisers and agencies who stayed with it through those difficult times a few years back—must be excused if they smile a little as they study the FCC's 1959 report.

The figures are encouraging because, for one thing, they show a dramatic reversal in the profit trend. In 1958 radio's profits plummeted a sharp 31.7%. During the past year they did not regain the pre-1958 level, but they stopped sliding and started back up with a 11% gain. Equally important, revenues rose 7.1%, indicating that advertisers' faith in radio is also on the rise. Moreover, there were signs that broadcasters may be getting their costs of operation under better control.

The one pessimistic column in the report dealt with networks. As a group they continued to lose money. They did not lose quite as much as they did the year before, but it is obvious that, as of 1959, they had not found all the answers to their problems. Changes most of them have made since then may help turn the tide by both reducing expenses and attracting more advertisers. They obviously hope so. They may also hope that some of the progress made by radio as a whole—which is even more impressive in view of the network lag—may rub off on them, too.

Drawn for BROADCASTING by Sid Hix

"If you think she can appear in a tv commercial in her Maidenform bra, you're the one who's dreaming!"

The best to you each morning --noon and night

Courtesy of Kellogg's

Individual servings of nationwide favorites, in one station package. ID's Participations, Chainbreaks, Frosted Spots, and New Special "K" . . . All O.K.!

Kprc-TV HOUSTON

Represented Nationally by Edward Petry & Co.